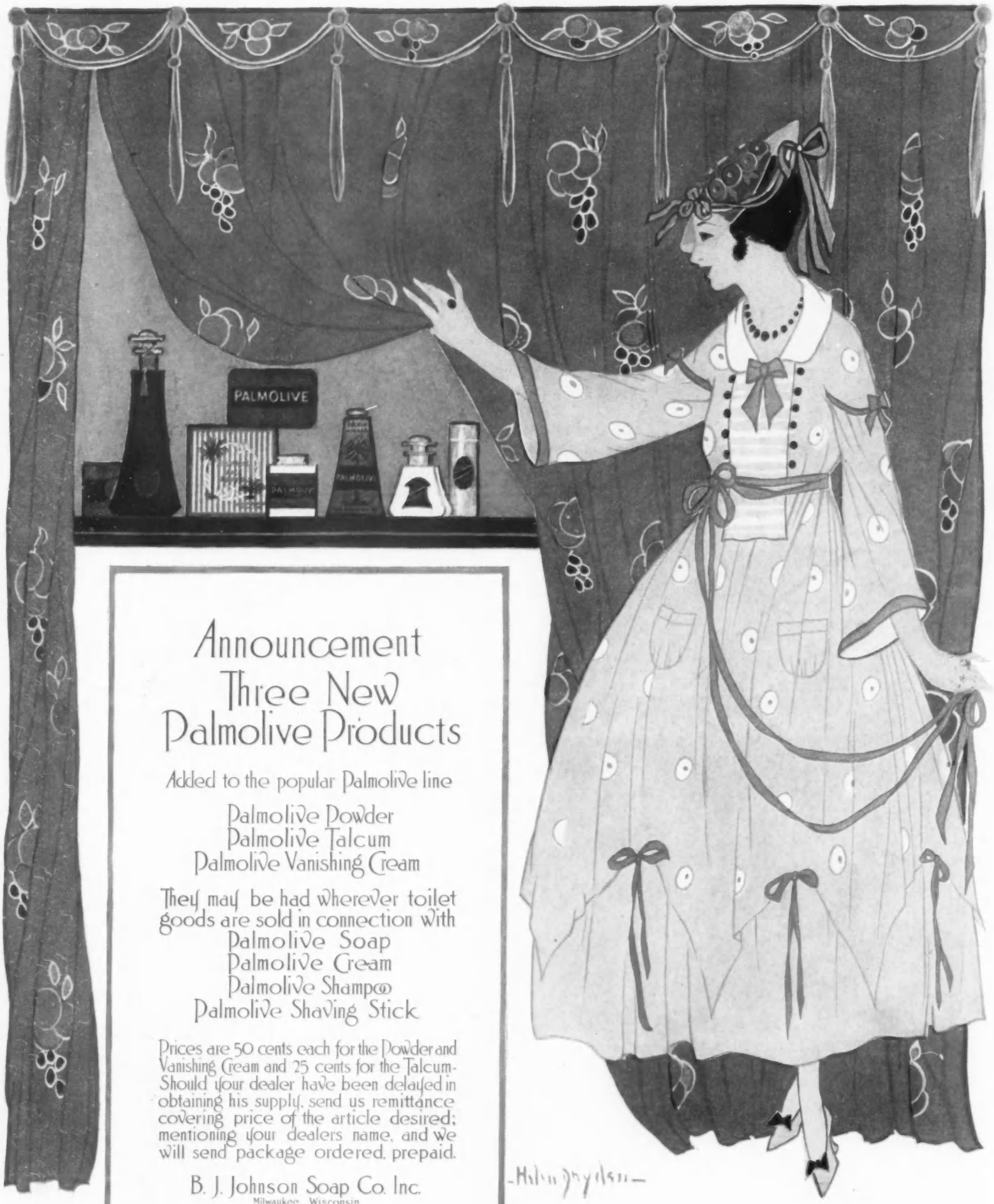
Millinery number of Vogue

LIBRARY OF CONGRESS
SEP 22 1915
PERIODICAL DIVISION

September 15, 1915

The Vogue Company
CONDÉ NAST, PUBLISHER

Price 25 cents



Announcement
Three New Palmolive Products

Added to the popular Palmolive line

Palmolive Powder
Palmolive Talcum
Palmolive Vanishing Cream

They may be had wherever toilet goods are sold in connection with
Palmolive Soap
Palmolive Cream
Palmolive Shampoo
Palmolive Shaving Stick

Prices are 50 cents each for the Powder and Vanishing Cream and 25 cents for the Talcum. Should your dealer have been delayed in obtaining his supply, send us remittance covering price of the article desired; mentioning your dealers name, and we will send package ordered, prepaid.

B. J. Johnson Soap Co. Inc.
Milwaukee, Wisconsin.

Victrola

Three new styles

The latest Victor achievement

Victrola XVIII, $300
Matched mahogany cabinet with paneled moulding, swell front and sides.

Victrola XVIII		$300
Victrola XVIII	electric	$350
Victrola XVI	electric	$250

See and hear these new Victrolas. Any Victor dealer will gladly demonstrate them and play any music you wish to hear. Other styles of the Victor and Victrola $10 to $250.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor
"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

New Victor Records demonstrated at all dealers on the 28th of each month

Made *for* America

A few of the models exhibited at *The Shelton Looms* Fashion Show held at the Ritz-Carlton to promote interest in American designing and manufacturing of women's ready-to-wear outer apparel

Afternoon coat of the Shelton Looms "Avenu" cloth, made by Bergdorf & Goodman, of New York

An evening wrap, fur trimmed, made of the beautiful Shelton Looms "Waterfall Mother of Pearl," by Edward Kolbert & Co., of New York

An evening wrap of a new and popular Shelton Looms material called Delaware Peach "Miracle," made by Shotz & Co., New York

Coat by Hickson & Co., of New York, of black and white striped Shelton Looms "Cordelira," trimmed with black fur

Here we have a coat made by Wm. Fischman, Inc., of New York, of the Shelton Looms material, "Autowear"

THE Fashion Show, New York City, the Ritz-Carlton Hotel! Rather an alluring suggestion about that combination of words, is there not?

Only a short year ago the magic combination was La Mode, Paris, the Rue de la Paix—a combination which it was thought must inviolably open the gates for each new sartorial season. But "you never can tell from where you sit." That is you can't—unless you get up and move to the front. And that is just what America has done beginning with this Fall Season of 1915.

To any one sitting in the large new ball-room of the Ritz-Carlton during the progress of the Shelton Looms Fashion Show and watching the smart little models displaying the wares entered in competition by the big manufacturing cloak and suit houses, America would have shown that she is quite capable of producing garments beautiful in cut and detailed finish, made by American designers of materials woven on American looms. Moreover, the styles, made for American women, can go direct to the purchaser without intermediate adaptation "from the French" on the way. Many smart houses co-operated in the Show with so much enthusiasm that they preferred to debar themselves as competitors rather than limit themselves on price, a qualification necessary for those entering the lists. All they wished for was the ultimate artistic product. With this spirit, the true artistic one, emanating from such established authorities, combined with enthusiasm and co-operation, we have everything to hope and expect for the seasons to come from American Fashions.

And for the textiles—with such inspiration why shouldn't we have American garments of wonderful beauty? The solid base on which designers the world over build their dreams is the material which they manipulate, and surely the gorgeous textiles of the Shelton Looms must be the last word in pile fabrics. So wonderfully soft are the velvets, so mysteriously deep are the fur fabrics, and so odd are the many combinations of wool, silk and velvet stripes and cords that they are powerful stimulus to the imagination of every designer.

The true artistic spirit must answer to the call of anything so rarely exquisite as the products of the Shelton Looms, whether it be the more practical street wear fabrics or the delectable softer materials of pastel tints for the evening wrap.

Most of these materials are sold by the yard, by B. Altman & Co., of New York, Marshall Field, of Chicago, and the representative stores of other large cities.

For the names of stores selling these coats and wraps at retail write

SIDNEY BLUMENTHAL & CO., Inc., 395 Fourth Avenue, New York

Franklin Simon & Co.

FIFTH AVENUE, 37th and 38th Sts., NEW YORK

New Fall Models

Women's Fur-trimmed French Velour Duvetyne Suits

Four Exclusive Models—Suitable for Immediate Wear

No. 127. **Fur-trimmed Suit of French Velour Duvetyne,** in Navy Blue, Green, Taupe or Plum, Tailored model three-quarter length belted flare coat, trimmed with double rows of Moleskin or Hudson Seal Fur, convertible collar lined with Velvet to match, silk lined, warmly interlined; new model skirt with yoke forming belt effect front and back at waist line..... **59.50**

No. 129. **Fur-trimmed Suit of French Velour Duvetyne,** in Navy Blue, Brown or Black, seven-eighth length Russian flare coat, trimmed with Skunk Opossum Fur, fastened with self-corded ornaments and buttons, deep side pockets with panel flaps, lined with silk to match, warmly interlined; new model skirt with stitched pointed panels forming side pockets, finished at waist line with belt **59.50**

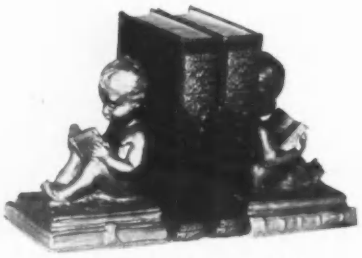
No. 131. **Fur-trimmed Suit of French Velour Duvetyne,** in Navy Blue, Brown or Green, new model loose flare coat trimmed with real Opossum Fur in Fitch coloring, side pockets, self-colored silk ornament at back of coat, soft silk lined, warmly interlined; new model skirt with tabs and crotchet buttons to match front of coat..... **59.50**

No. 133. **Fur-trimmed Suit of Kittens' Ear Velour,** in Navy Blue, Brown or Black, Russian Blouse model, coat pleated in front, yoke back, deep belt of material, fancy bone buttons, standing collar and sleeves trimmed with Natural Beaver or Skunk Fur, striped silk lining, warmly interlined; new model skirt with deep yoke..... **49.50**

Fall and Winter Style Book, "CORRECT DRESS"

Illustrating "Everything in Ready-to-Wear" Apparel for Women, Misses, Girls, Men, Boys, Children and Infants

Mailed out-of-town upon application to Dept. "H"



No. 555. YOUNG WISDOM
Price $5 pair BOOK ROCKS

No. 567. FOUNTAIN
Price $10.20 INKWELL

No. 512. BAYRE LION
Price $10

"ARTBRONZ" PRODUCTS

BOOK ROCKS :: BOUDOIR LAMPS :: ASH TRAYS
PAPER WEIGHTS :: STATUARY :: PORTABLES, ETC.

No. 812. INDIAN CHIEF
Price $2.50 ASH TRAY

Distinctive Gifts

Unusual Bridge Prizes
and for
Decorative Use in the Home

"ARTBRONZ" represents the perfected development of a process that permits a scientific and heavy seamless deposit of Government test bronze applied over a re-enforced baser core,—resulting in a finished product, the equal of cast bronze in finish, workmanship and durability at one-tenth the prices.

When buying anything in bronze insist that it is "ARTBRONZ" which is guaranteed and assures you of absolute satisfaction. Money refunded if not satisfactory.

No. 1048. BULL DOG
Price $2.25 PAPER WEIGHT

No. 1729. PORTABLE
Price $18.80

"ARTBRONZ" PRODUCTS

Our catalog illustrating over 200 different subjects sent free on request. Write for your copy to-day.

KATHODION

"ARTBRONZ" Products are for sale by the best stores throughout the country at prices ranging from $1.50 up.

Go to your favorite department store and see the complete line of "ARTBRONZ" Products. We know you will be delighted with their rare finish and beauty and agreeably surprised at their moderate prices.

If by chance your dealer is out of stock write us and we will see that you are supplied

KATHODION BRONZE WORKS
513 FIFTH AVENUE NEW YORK

These prices are for places east of Chicago, for points west of Chicago add 50 cents

BONWIT TELLER & CO.

Paris
42 Rue de Paradis

The Specialty Shop of Originations

FIFTH AVENUE, at 38th ST., NEW YORK

Philadelphia
13th and Chestnut Sts.

Modes that Reveal that Elusive Touch of the Unusual Combined with Refined Simplicity in

Blouses for Women

and

"Tailleur" Hats

"DENTELLE"—*A filmy all over cobweb lace blouse combined with Georgette crepe and mounted over chiffon. Collar may be worn in wing form as pictured or opened at throat,* **5.50**

"EVEILLE" — *Handmade Reboux velvet hat in soft tam effect, caught at side with steel buckle and ribbon. Black and colors,* **8.50**

"PIQUER"—*An entirely new note in this crepe de Chine blouse is the close set stitchery in contrasting color. White with navy or navy with white stitching.....* **5.50**

"RUBAN"—*Handmade velvet hat with double ruffle edge and bow of wide grosgrain ribbon. In black and colors.* **10.50**

"FRAISE"—*Double frill blouse of Georgette crepe in white, flesh, pink and black. A simple, charming mode.* **10.50**

"CHAPE" —*Another version of the Reboux tam, ornamented with flower and foliage done in colored beads. Handmade in black and colors.* **12.75**

"PURITAINE"—*Georgette crepe blouse in a plaid design, with huge frilled Puritan collar of white Georgette. Blue or black plaids on white grounds. Taffeta tie ..* **8.50**

"DROIT"—*Canotier handmade hat with moire crown and shirred banding with straight velvet brim. In solid colors and combinations.....* **10.00**

"JEU"—*Tailleur blouse of handkerchief linen with a typical sport collar designed on extremely simple lines.....* **2.90**

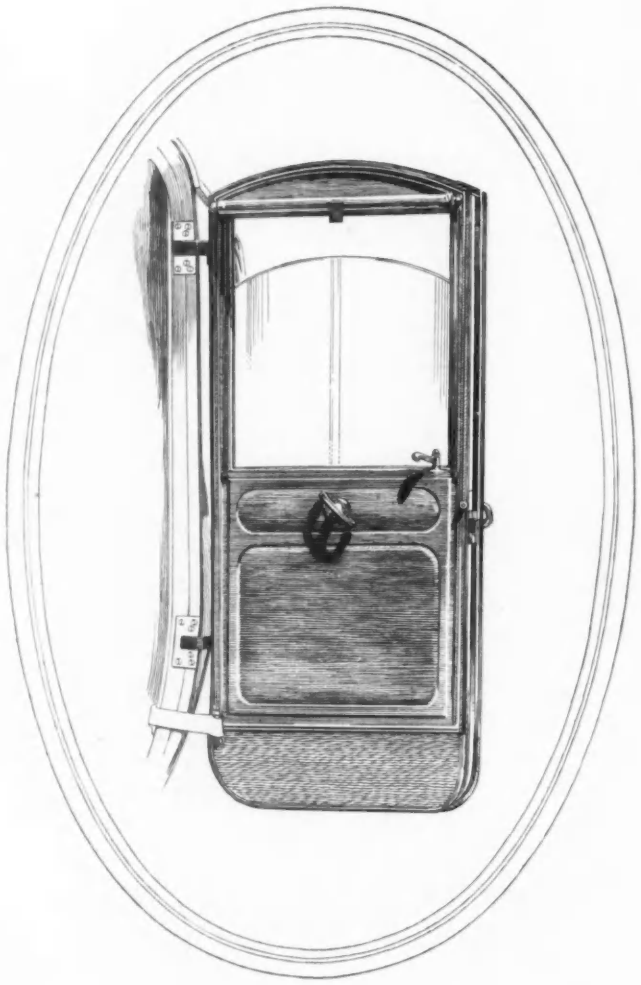
"ROND"—*Outing hat of velvet, handmade in a very soft effect, with multi-stitched brim. Moire ribbon band and bow. In black and colors,* **6.75**

"BARRE"—*Two toned striped taffeta blouse in green, brown, navy and wistaria tones. Funnel collar with taffeta bow,* **5.50**

"AILE"—*Large flare handmade velvet hat with huge plane wings of ribbon terminating with bow at back. In black and colors..* **11 50**

"MERVEILLE"—*An altogether new silk—Merveilleuse—is used for this blouse in white, flesh pink, maize, rose and navy blue. Shirred shoulder and three pointed collar in stock fashion with black moire tie. ..* **7.50**

"OISEAU"—*Petite handmade turban of velvet set at edge of crown with ribbon bows. In black and colors,* **7.50**



Pierce-Arrow

Each window in Pierce-Arrow Enclosed Cars may be securely locked at any height, or easily raised or lowered by the same device.

The Pierce-Arrow Motor Car Company Buffalo, N.Y.

WOMEN'S FALL BLOUSES

Specially Priced

Style A—Hand-embroidered White Crepe de Chine Blouse with flat collar, lapels and front daintily embroidered; finished with veining.

2.95

Style B—Handsome Blouse in All-over Lace over lining of chiffon cloth; trimmed with flesh messaline and embroidered Georgette Crepe bands; collar finished with silk ribbon necklet and buckle.

9.75

Style C—Dressy Blouse in White Georgette Crepe; front and back finely tucked; flat collar trimmed with Valenciennes lace, finished with frill down front; fancy cuffs.

2.95

Style D—Hand-embroidered Georgette Crepe Blouse, finished with narrow frill down front. White or Flesh.

5.95

Style E—Stylish Blouse to be worn with tailored suits, in Navy Blue or Brown Georgette Crepe, trimmed with plaid silk in contrasting color.

6.50

Style F—Smart Tailored Blouse in Navy Blue and White Plaid Silk; patch pockets; convertible collar; finished with pearl buttons.

3.95

James McCreery & Co.

34th Street **NEW YORK** 5th Avenue

"McCREERY SILKS"

Famous Over Half a Century **The Finest Silks the World Produces**

SALES AND EXCHANGES

Wearing Apparel

FOR SALE—An Ecru Lace Dress, size 16, $15. Also a Navy Blue Satin Hat for $4. No. 636-D.

BLACK Silk Moire Suit, oriental embroidery collar, size 42. Paid $80. Sell $10. Black Velvet Suit. Paid $125. Sell $20. Both good condition. No. 640-D.

EXQUISITE Brussels Lace Over-Dress with satin and chiffon slips. Basket design. Would make magnificent wedding gown. Only worn once. Size small—36. $100. No. 643-D.

WHITE fox scarf for sale. Animal effect with pretty tail and head. Cost $45. Sell for $18. Also extra large beautiful black skunk muff—$15. Cost $25. (Like new.) Will send with privilege of inspection. No. 644-D.

FOR SALE—Cross Saddle Habit—black cheviot, long coat and breeches. Made by Fifth Avenue House. Size 38. English flat brim derby. Black calf leggings. Worn once. Perfect condition. Cost $75—Sell $25. No. 645-D.

SHAWL—very large. Brussels Point lace, exquisite pattern, perfect condition. Empress Eugenie had none finer. Cost $1000—Price $750. Wedding veil point applique—$250. No. 648-D.

FOUR SUITS—brown broadcloth, navy blue whipcord, soldier blue cloth, black and white check. Also yellow satin dancing frock. All size 36. $10 each. No. 651-D.

EXQUISITE Dance-Frock—yellow taffeta shot with pink, "Ward-Rose" coloring. June model. Worn once. Mourning—must sacrifice. Cost $60—Sell $30. Tall 38. No. 652-D.

FOR SALE—Flowered Taffeta Dress, pale pink background, afternoon or evening wear, $20. Light Pink Evening Dress, $15. White Lined Cape Coat, $10. All stylish, perfect condition, sizes 36. No. 653-D.

DARK sable cape, collar and muff. Excellent condition. 3½ yards lower edge. 45 inches long. $400. No. 655-D.

Miscellaneous

SUPERB collection of antiques—Heavily carved four poster with tester—$250. Magnificent dining table, Empire period—$300. Chippendale eagle mirror—$100. Others. No. 637-D.

FOR SALE—Magnificent antique mahogany chest of drawers, heavily carved, with old brass drawer pulls; and small mirror with heavily carved uprights. Good condition. Price $300. No. 638-D.

ANTIQUE Spanish lady's saddle, bench stirrup. Brought from Spain in about 1756. Not for use, only for connoisseur of antiques. $15. No. 639-D.

FOUR POSTER, canopy top bed. Solid mahogany, large size. Beautifully designed knit bedspread—deep fringe. Seth Thomas clock about 100 years old. Keeps perfect time. Solid mahogany case—27 in. high. Reasonable offer accepted. No. 641-D.

TWO handsome antique bead bags. Mounted. Sell $25 apiece. Genuine Old English Sheffield hot-water kettle. Sell for $75. Vernis-Martin cabinet. Sell $75. No. 642-D.

ANTIQUES: Dining table, Eagle mirror, old Sheffield basket, tray, urn, candlesticks, teapot, four-post bed, banjo, clock, sideboard, six inlaid chairs, lace bed curtains, knife boxes, andirons, fender, lustre china. No. 646-D.

SUPERB India shawl, perfect condition, reasonable offer accepted. First impression etching "Napoleon at Friedland," signed by Messonier and Jules Jacque. Also Alma Tadema's "Baths of Caracalla." No. 647-D.

BLUE and white homespun coverlid, with broad hand-netted fringe, $30. Creamy white, hand-knotted bedspreads—one double, two single, designs 150 years old, $20 each. No. 649-D.

To Answer These Messages

1. Reply in a stamped envelope, unsealed, and with the number of the message in a corner. (For instance, 250-A.) Enclose this in an outer envelope and mail it to Vogue. Do not telephone—all communications must be through the mails. Post-cards not accepted.

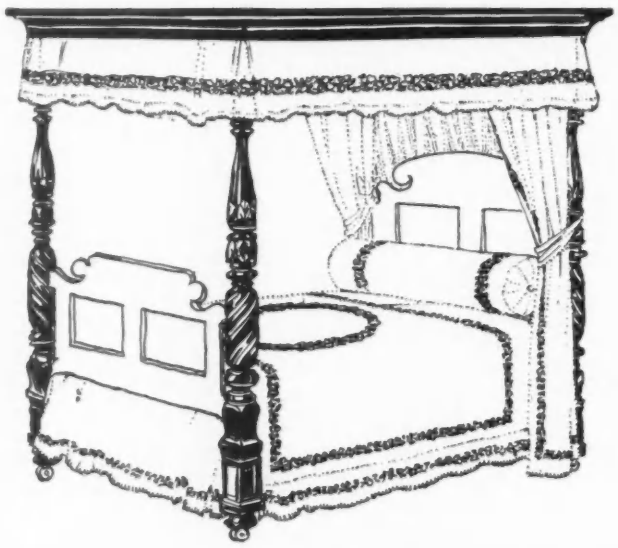
2. Send Vogue no money—wait until the other woman writes to you.

3. If her letter is satisfactory, then send Vogue your money order or certified check for the amount agreed upon. We will have the article sent to you, and will keep your money on deposit until you instruct us to send it.

4. **Never send any article to Vogue.** The advertiser pays the expressage on articles sent for inspection—the one inspecting pays the return expressage if the article does not suit.

To Insert Your Message

When you wish to sell something which you do not need—or to buy something which you do need—send your message to Sales and Exchanges. The price is $2 for 25 words, or less. Additional words, 10 cents each. Check or money order must accompany message; be sure to write your name and address very plainly.
Your message for the November 1st Vogue should be received on or before September 25th. Address all communications to Sales and Exchanges Service, Vogue, 443 Fourth Avenue, New York.



Travels of a Four Poster

It had stood in state for years in a fine old Colonial house,—this rare old bed.

It had seen the coming and going of generations, and at last the passing of the estate to strangers who preferred the tinselled things of later date.

Across two states it travelled, and is now installed in a new home among new friends,—thanks to the Sales & Exchanges Service of Vogue.

This is how it happened as told in a recent letter:

> *"I feel very grateful to the Sales & Exchanges Service. Through it I found a fine old mahogany four poster bed that is the handsomest I have ever seen. I had tried for years to get one and had almost despaired of ever finding it. Now it is here,—and I thank you."*

In nearly every home there is some article that needs a change of residence. As in the Song of the Lotus Eaters,—"What is it that will last?"

That odd bit of furniture, that rug you mean to displace, that handsome gown too good to discard,—some other woman will be glad to get it!

Make use of this department. It moves things. Just now is refurnishing time. There are things you do not need. Tell Vogue readers about them.

SALES AND EXCHANGES SERVICE
VOGUE 443 FOURTH AVENUE NEW YORK

Miscellaneous—Cont.

FOR SALE—Set of Sevres service plates. Blue and gold border. Figures in centre. Unusually handsome coloring and design. Cost $300—Sell for $150. No. 650-D.

FOR SALE—Old blue and white, hand woven coverlet, with fringe. Perfect condition. $35. No. 654-D.

COON skin coat—all male skins. Cost $400—Sell $200. Old Pinchback English Bracelet—Cost $150—Sell $75. Very old embroidered Chinese Shawl—white—heirloom—worth $500—Sell $250. No. 656-D.

FOR SALE—Carved French oak dining room set, eighteen pieces, including screen, old Vesselier and twelve chairs. In New Orleans at present. Photographs to show, suitable country home. No. 657-D.

OLD fashioned hand woven bedspread. Suitable for Portieres or Rugs in three strips. Perfect condition, will send for inspection. No. 658-D.

Wanted

WANTED—A sterling silver tea and coffee set combined, with silver tray. No objections to monogram or crest. Must be reasonable. No. 133-B.

WANT to buy diamond ring and diamond or pearl necklace, or a lavalliere, must be reasonable, might also buy a very fine violin. No. 134-B.

WANTED—Classics for a child's library, must be specially priced. No. 135-B.

WANTED—Large black fox or brown marten muff. Must be in good condition and reasonable; also black velvet coat, size 36. No. 136-B.

Professional Services

COLLEGE woman, trained nurse, graduate masseuse, facial expert wishes position with lady who desires specialist to care for face, hair, etc. References exchanged. No. 799-C.

REFINED, attractive, well educated Southern girl, who loves children, wishes a place as governess, companion or secretary. No. 816-C.

YOUNG woman, Wellesley College graduate, competent stenographer, excellent reader, desires position as social or private secretary or companion. Highest references exchanged. No. 817-C.

BELGIAN (Male) refugee desires employment as head of establishment in England or America. Designer of high-grade novelties and laces for women. 10 years' experience in all kinds of embroideries. No. 818-C.

SOUTHERN woman (33) of education and refinement, knowledge of business methods and possessing executive ability, seeks to connect herself with established firm. Possible view of investing small capital should her ability and such business warrant. No. 819-C.

TEACHER of subnormal children, sixteen years' experience, will take two in her home near New York. Methods Froebel, Montessori Arts & Crafts. Credentials. No. 820-C.

A MIDDLE-AGED trained nurse, wants position. Experienced, good references. No. 821-C.

TRAINED dietitian, psychologist, anatomist. Will take charge of extreme nervous case. A woman of broad experience along psychoneurotic lines. Improvement assured. No. 822-C.

YOUNG lady of refinement, musical, wishes position as companion to older lady or governess to child—References exchanged. No. 823-C.

PHILADELPHIA, PA.—Lady, good reader, would like work reading to invalids, convalescents and children, also social secretary work. References. No. 824-C.

The New
AUTUMN BLOUSE MODE
Inspired by Paris
Shown Exclusively
at the Lord & Taylor Store

Blouse Athalie: Of white crepe-de-chine, embroidered and effectively hemstitched. The novel collar may be worn high or low and the long sleeves feature the smartest of cuffs **$5.95**

Blouse Iris: Crepe chiffon in white over flesh or in black over white. Broad lace bands form the epaulet yoke, the deep cuffs, and finish the shirred and hemstitched fronts. Note the high collar of moire with its becoming lace turn-over . . **$8.75**

Blouse Jacqueline: Chiffon taffeta in midnight blue or black, with high collar, waistcoat and tiny cuffs of white Georgette crepe. Scarlet ribbon bands add a smart finish at throat and wrist of this very well tailored blouse **$5.95**

Blouse Delié: Of shimmering, white washable radium silk, the soft, full fronts embroidered, the long sleeves finished with flaring cuffs; hemstitching adds to its daintiness **$3.95**

Blouse Ninon: Cream silk shadow lace over an underbodice of novelty printed chiffon in white with blue or black stripes. The same model in black lace over white chiffon with black underbodice. High-back collar and cuffs are of embroidered net lace **$8.75**

Lord & Taylor

38TH STREET FIFTH AVENUE 39TH STREET
NEW YORK

MODART CORSETS

ALWAYS FRONT LACED

The only way to properly judge a corset is to try it on.

Give the MODART Corset the fitting-room test. You will be surprised — delighted — in the new corset style — comfort and fit you will find.

It will convince you for all time of the MODART'S supremacy not only as a style garment, but as a delightful means of health and comfort insurance.

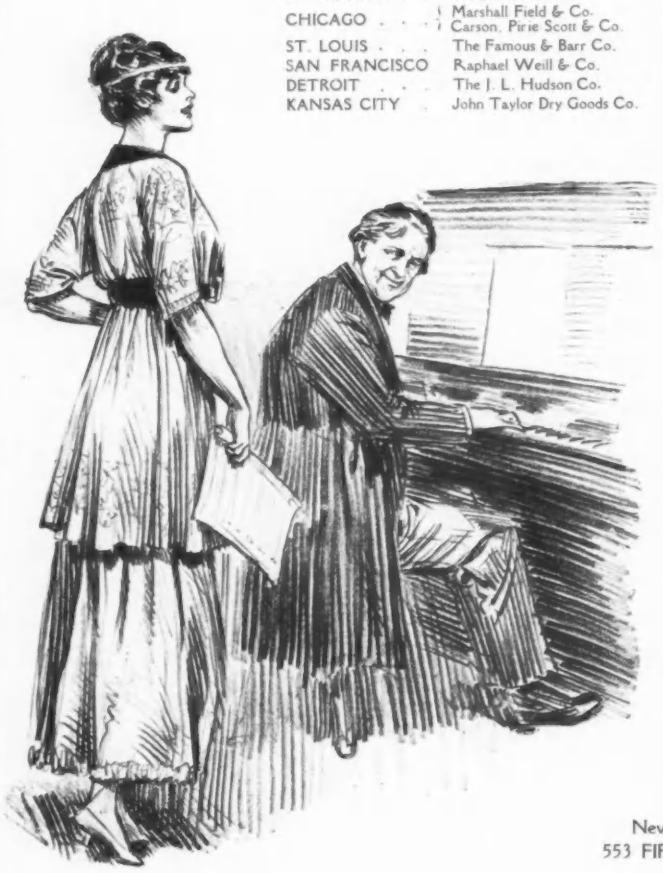
Its perfect freedom over the diaphragm is conducive to Voice-beauty. This accounts for its popularity among vocalists.

An interesting booklet, "Figure Beauty Acquired," will be mailed on request.

MODART Corsets are sold at leading stores. Most models $5 to $10. Some models $3.50. Silk Corsets $8.50 to $50.

The following represents the class of stores that sell MODARTS in the principal cities throughout the country:

BOSTON	Wm. Filene's Sons Co.
NEW YORK	John Wanamaker Saks & Company
PITTSBURGH	Joseph Horne Co.
CHICAGO	Marshall Field & Co. Carson, Pirie Scott & Co.
ST. LOUIS	The Famous & Barr Co.
SAN FRANCISCO	Raphael Weill & Co.
DETROIT	The J. L. Hudson Co.
KANSAS CITY	John Taylor Dry Goods Co.



Modart Corset Company

New York Office
553 FIFTH AVENUE

Studios and Shops
SAGINAW, MICH.

Some Macy Suggestions for Infants' and Childrens' Wardrobes

MACY'S specializes in everything for tiny babies' and little children's wear and needs. The following selections are typical of Macy style and quality:

A. Infants' long or short coat of imported French Cashmere, with hand-embroidered cape, silk lined. Sizes, infants to 2 years. **$5.89**

B. Infants' silk cap, trimmed with hand scalloping, embroidered dots, and narrow lace frill. Sizes, 12 to 16. **$1.24**

C. Infants' long dress of fine nainsook, trimmed with embroidery and narrow lace insertion. **$2.89**

D. Underskirt of nainsook in Gertrude style, trimmed to match dress, with narrow lace around neck and armholes. **$1.89**

E. Infants' long hand-made dress of finest nainsook, with exquisitely hand-embroidered yoke, and feather-stitching at hem. **$5.89**

F. Child's French dress of fine lawn, trimmed with imported Hamburg, wide beading and ribbon bow. Sizes, 2 to 6 years. **$3.89**

G. Infants' short silk coat, with silk-lined cape, beautifully hand-embroidered and scalloped. Coat is lined throughout with tufted silk. Sizes, 1 to 2 years. **$10.74**

H. Infants' hand-embroidered silk cap, with ribbon rosettes. **$1.89**

I. Infants' short dress, trimmed with machine embroidery and narrow lace insertion. Sizes, 6 months to 2 years. **$2.49**

J. Infants' long Gertrude of fine all-wool flannel, hand-embroidered and scalloped, with feather-stitched seams. **$2.89**

K. Infants' long kimono of imported cashmere, hand-embroidered and scalloped. Pink or blue ribbons. **$2.89**

L. Child's fur-trimmed broadcloth coat, with velvet sash. Silk lined throughout. In Copenhagen, brown, and navy. Sizes, 2 to 6 years. **$7.49**

M. Fur-trimmed broadcloth hat to match coat, with velvet band and ornament. **$3.89**

N. Infants' white enameled bassinette on wheels. Silk hood covered with point d'Esprit net, and edged with Val. lace. Wide ribbon bows. **$24.74**

O. Infants' white enameled basket wardrobe, with four compartments. Tufted silk lining with pockets and pincushion. A dainty and practical idea for tiny babies' wardrobes. Ribbon bow. **$17.89**

R. H. Macy & Co.

HERALD SQUARE BROADWAY 34th STREET to 35th STREET **NEW YORK**

New "Gimbel-Paris" Millinery, $10

Neckwear, $1 to $3.50

A—$10 Copy of an Odette model. In Black Velvet, edged with black grosgrain ribbon and trimmed with four roses of blue faille mingled with silver.

A-1. Collar of White Organdie, with hand-embroidered dots. $1.

B—$10 Copy of a Lewis model. In Black Velvet; upturned brim trimmed all around with tiny but very curly black ostrich.

B-1. Collar of White Organdie inset with Valenciennes lace and finished with band and bow of black moire ribbon. $1.

C—$10 Copy of a Lewis model. In Velvet, trimmed with exquisite faille ribbon; in black, dark brown, green or plum.

C-1. Ostrich Ruff, finished with large silk tassel. In black, white or any of the new colors. $3.50.

D—$10 An adaptation of a Reboux model. In Velvet with crown pipings of silk, appliqued with worsted flowers. In black, new purple, brown or blue.

D-1. Chemisette of White Organdie, finished with hand embroidery; cravat of black moire silk. $1.

E—$10 Copy of a Lewis model. This exceedingly *chic* Turban of Black Velvet is trimmed with hand-made roses of French blue faille ribbon and is draped with one of the new black lace veils. The small hat and the large veil which drapes is the leading note of Paris today.

F—$10 Copy of a Reboux model. In Black Panne Velvet, with brim faced with pale pink silk; trimmed with ornaments of jet.

F-1. Collar of White Georgette Crepe, hand embroidered in white and French blue. $1.75.

Note—

"GIMBEL-Paris" Hats are positively unrivaled, for they are beautifully made of the finest materials in the world, whether Copies or Adaptations of Paris models or the Original Ideas of our own artist-milliners.

Gimbel Brothers

Broadway and 33d Street
New York

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

New York

THE COMSTOCK SCHOOL FOR GIRLS

is one of the oldest, best-known New York finishing schools. 54th year opens October 1st, 1915. One block from Central Park—a location which gives opportunity for outdoor sports, tennis, skating and horseback riding.

The building is large, well ventilated, and will open in the Autumn with electric elevator and all modern equipment.

THIS is a school in which each student may elect her special course of study—in Music, Art, Languages, History of Art, English and Classical Dancing.

Girls may enter at any point in their course of study without being called upon to repeat the work that has been thoroughly mastered in other schools.

After the completion of the elected course, a student is entitled to the diploma of the school.

Terms for boarding pupils, $1,100—no extras—including any of the elected courses, with two private lessons a week from

MR. CHARLES LEE TRACY
Head of the Music Department

who has been teaching in New York for the last twenty years as the successful certificated Leschetizky exponent.

"Ich bestätige hiermit, dass ich Herrn Charles Tracy aus Amerika, welcher wahrend zwei Saisons bei mir mit gutem Erfolg seine Studien im Clavierspiel gemacht hat, für vollkommen geeignet halte, als Lehrer in bester und gediegener Weise wirken zu können."

Theodor Leschetizky

LYDIA DWIGHT DAY,
Principal

52 East 72nd Street
New York

STUDENT HOME IN NEW YORK

Girls wishing to complete their studies in Art, Music and the Languages, etc., will be received in delightful home surroundings. Girls may choose their own teachers. Advantages of Opera, Concerts, Lectures and Social Life. Careful chaperonage.

MRS. LOUISE PARKER, 326 W. 80th St., New York City
Phone 6369 Columbus

Mrs. Cooper Hartman's

Twentieth Century Classes for Girls

A substitute for European Travel-Study, for girls over 18, from schools of standing. French, the language of the household. Diction by a Paris specialist, for perfect pronunciation. Music, Art, English subjects training in the social and practical arts of home-making. Metropolitan advantages with home privileges, in New York, from October to May, under expert direction. Apply during summer months to Mrs. Reubena Knickerbocker Statton, Sec'y, Hotel Vermont, Burlington, Vt.

Bertha M. Becker's Domestic Art and Science Studio

The only school teaching Sewing, Millinery and Cooking, practically and individually in private classes. Teachers' College graduate. 6th Season.

150 West 80th Street **New York City**
Tel. 9925 Schuyler

MISS RITTENHOUSE reopens her Home for Special Students, Oct. 5th—14th year. A limited number of young gentlewomen are received, who may select their own instructors in Music, Art, Languages, etc., or attend a Day School. References required. Terms moderate. Circulars on application. 201 West 85th Street, New York City.

WALLCOURT—Miss Goldsmith's School for Girls. College preparatory, general, special and graduate courses. Certificate privileges. Home economics. Swimming, tennis, hockey, folk dancing. Track work under athletic director. Address the Principal, MRS. ANNA GOLDSMITH TAYLOR, A. B. NEW YORK. Aurora-on-Cayuga.

Ossining School for Girls Suburban to New York. Preparatory, Vocational, Music, Art and Home Making Courses. Gardening and Horticulture. 48th year. *Separate house for younger girls.* Year Book on request. CLARA C. FULLER, Principal, MARTHA J. NARAMORE, Associate Prin., Ossining-on-Hudson, New York.

"Where French is Sensed as well as Studied"

It has been said—"Every man has two countries, his own and France," a statement that some may question; but that every woman who aspires to culture must know French, none will deny.

Hitherto, New York has had but one or two private schools making a specialty of French, and a large number of parents yearly sent their daughters to any one of a dozen highly recommended schools in Paris, where besides French all the elements of a finished education were provided.

Because of the war, however, many of these schools have removed to this country, bringing with them full staffs of Parisian instructors and much of the foreign atmosphere which was their dominant quality.

So it happens that these advanced French institutions maintaining the highest standard of scholarship and culture are now holding classes in New York rather than Paris.

Instead of going abroad for the finishing course as heretofore, students may now find the same air and the same thoroughness at home, combined with the unexcelled opportunities for general culture which New York affords.

Essentially French in every detail is this type of school. French is the language of the household; French lectures are given, and French plays are attended by the student body.

Vogue can advise you in regard to such schools, or any others in which you are interested. Vogue makes it a point to keep informed on all types of schools. If you have not yet made selection—if you require help or advice on this important matter—just write to Vogue.

VOGUE SCHOOL SERVICE
443 Fourth Avenue New York City

New York

Deverell School for Girls

9 Rue de Chaillot, Paris, France

High-class French school ***held in New York City*** until close of war. French, English, Literature, Music, Art, Domestic Science, etc., taught in a manner typical of the best Continental Schools.

(1) A general academic course for girls not going to college.
(2) A college preparatory course.
(3) Seminar courses for college women and others wanting special and advanced studies.

Day Students Received

37 Madison Avenue **New York City**

Institut Tisné

School for Girls
310 West 88th Street

22nd year opens Oct. 4th. Endorsed by the French Minister of Public Instruction & Fine Arts and by the Alliance Francaise of Paris. :: ::
Kindergarten conducted entirely in French. French obligatory in all grades. :: :: :: :: :: ::

MADAME HENRIETTE TISNÉ
Officier d'Académie· Officier de l'Instruction Publique
PRINCIPAL

Home School for Girls

Distinctively French Environment

PLANNED EXCLUSIVELY FOR THOSE WISHING TO PURSUE SPECIAL STUDIES IN NEW YORK. EXCEPTIONAL OPPORTUNITY TO ACQUIRE FLUENT FRENCH AND EVERY ADVANTAGE OF THE CITY PROVIDED FOR. THE 5th YEAR. ADDRESS

Miss Macintyre or Mlle. Talguen
320 West 107th St. (Riverside Drive) N. Y. City

The French School for Girls in New York City

Resident and day pupils. Second year. All courses in French. French only spoken. Opera, Concerts, Art Exhibitions, Theatre Francais and Lectures. Outdoor sports. Also, older girls studying music or painting carefully chaperoned. Principals, Miss Louise McClellan and Miss Margaret F. J. Williams. French Directress, Mlle. Victoria Bagler, B.A. **24 East 94th Street**

A Home in New York

Mrs. Eliphalet Nott Anable will ***chaperone*** a limited number of girls for the winter months, in an attractive home in a desirable residential location in New York City, where they can continue a course of lessons or lectures, ***choosing their own masters*** if they desire, or carry out any plans for Studies or Amusements desired by the girl or parents.

Full particulars given on application, and social and financial references exchanged.

109 East 56th Street **New York City**

A SCHOOL HOME IN NEW YORK

In connection with college preparatory and post-graduate courses.

Special preparation for enjoying the best in Music, Art and the Drama in New York City with careful chaperonage. Outdoor Classes and Games. Twenty-first year. Large Gymnasium with outdoor extension.

MISS CLARA I. COLBURNE, A.B.
MISS MARTHA K. HUMPHREY, A.M. Principals.

THE RAYSON SCHOOL, 164-166-168 W. 75th Street

MRS. EDW'D FROTHINGHAM WYMAN

57 West 58th Street **New York City**

RECEIVES IN HER HOME, under her personal care, a limited number of young women who desire a profitable winter in New York City. English Literature and Foreign Languages; Music and Art; Study of Orchestral Programs and the Operas; Domestic Science and Dancing, may be pursued at home. Masters and Studies at the option of the individual. Unusual musical privileges. An ideal location in the very heart of the city.

The Coates Home School for Elective Studies

Girls received who wish to follow courses in Music, Arts, Literature, Languages, etc., under teachers of their own choice. Elevator, Fire Escape. For circular address

Mrs. Isabel D. Coates, 228 West 72nd Street, New York City

VOGUE'S SCHOOL DIRECTORY

Each School represented below is recommended to the patronage of our readers

New York

OAKSMERE

Mrs. Merrill's School for Girls

Orienta Point **Mamaroneck, N. Y.**

The Residence at Oaksmere

Situated in a most beautiful part of Westchester County, Oaksmere offers a complete college preparatory and finishing course. Magnificent grounds with all outdoor advantages. One-tenth of a mile fronting on Long Island Sound. Special training in advanced English, literature, art, history and the languages, as well as a thorough training for grace and ease of manner. Catalogue giving complete information, and showing many views of this unique school, may be obtained upon application. Address

OAKSMERE

Mrs. Merrill's School for Girls, Orienta Point, Mamaroneck-on-the-Sound, N.Y.

Telephone, 906-Mamaroneck

The Hewlett School for Girls

HEWLETT, LONG ISLAND

A Country Boarding School with City Advantages

LOCATED on one of the oldest and most beautiful estates in an exclusive residential section suburban to New York. Ideal home life. Estate of eight acres offering every facility for Outdoor Sports, including Tennis, Basketball, Hockey, Swimming and Riding.

A Country Day School for New York Girls

Only thirty minutes from the Pennsylvania Terminal

Courses from Primary to College Preparatory with exceptional advantages in Music, Art, Languages and Domestic Science.

Catalogue upon request *Inspection invited*

MRS. CHAS. A. NOBLE
MISS EUGENIA G. COOPE } *Principals*
MISS MARIAN NOBLE

Horace Mann School

Columbia University

Broadway at 120th Street **New York City**

Henry Carr Pearson, *Principal*

A day school whose complete equipment permits its pupils to obtain an education of unusual scope. College Preparation. Domestic Science. Art. Six-year high school course for girls. Six-year elementary course for boys and girls. Catalogue upon request.

THE FINCH SCHOOL

Boarding and Day School for Girls. General, Fine Arts, and Practical Courses. Technical School includes domestic training, secretarial course, book-binding, interior decoration, etc.
61 EAST 77th ST., NEW YORK CITY.

NEW YORK, Tarrytown-on-Hudson, Box 7.

The Knox School

Formerly at Briarcliff Manor. Country School for Girls. 40 minutes from New York City.

MRS. RUSSELL HOUGHTON, Principal.

The GARDNER SCHOOL FOR GIRLS

607 FIFTH AVENUE, NEW YORK

A school that provides a delightful home for girls, where they can enjoy all the advantages of the city. Regular and advanced special courses. Unexcelled opportunities for the study of music. Riding, skating, tennis, swimming, dancing, etc. **Miss Eltinge and Miss Masland, Principals.**

New York

Rye Seminary

A SCHOOL FOR GIRLS

Suburban to New York. College Preparatory and General Courses. Exceptional advantages in music. Country life and outdoor athletics.

MRS. LIFE **THE MISSES STOWE**
Principals
Rye, New York

Glen Eden

On ~ the ~ Hudson

In the Highlands *Poughkeepsie, N. Y.*

Boarding School for Girls. Academic, Finishing and two-year Collegiate Courses. Music, Art, Elocution, Domestic Science. Social training. No entrance examinations. 2 hours from New York City. Out-of-door life and sports; ample estate. Address for illustrated booklets, *mentioning this magazine,*
Frederic Martin Townsend, Ph. D., Director.

THE PELHAM MANOR SCHOOL FOR GIRLS

MRS. WILLIAM TWELLS TIERS
MISS MINNIE WARREN COOK

PELHAM MANOR :: NEW YORK

St. Paul's School

Healthfully located in beautiful Garden City, Long Island, 18 miles from New York. Buildings completely equipped. Gymnasium, swimming pool, fine athletic fields. Prepares for any college or scientific school. Competent master at head of each department. A lower school for younger boys. For information and catalog address WALTER R. MARSH, Headmaster, Box 20, Garden City, L. I.

The Brown School of Tutoring

Boy's School and Office — 241 WEST 75th STREET
Girl's School — 239 WEST 75th STREET

OPEN ALL YEAR

Founded 1906. Thorough preparation for school and colleges in half the time taken by class schools. Fifteen teachers, each with at least 12 years' experience. Lessons at home or school. Pupils taught how to study and how to acquire independence of thought.

"A SCHOOL WITH AN ATMOSPHERE OF WORK"
SUMMER RESIDENT TUTORING:
Long Island, Jersey Coast, Greenwich, Connecticut, etc.

New York

Elmira College

Elmira, N. Y.

Elmira College stands for the broad education of the complete woman; for intelligent citizenship; for home-making; for business training; for character.

The first institution of higher education for women, to grant degrees.

Miss Conklin's SECRETARIAL SCHOOL

ENGLISH STENOGRAPHY TYPEWRITING

Removed from 7 West 42d Street to Commercial Engineers' Building

37 WEST 39th STREET -:- -:- NEW YORK

Lemcke's Greater New York Cooking School

THE only school teaching practically and individually. Housekeepers' Training Course. Also Special Dishes. 26th season.

26 West 94th Street, New York City. Tel. 2824 Riverside

The Barnard School of HOUSEHOLD ARTS COOKING

226 West 79th Street, New York

Elementary and Advanced. Chafing Dish, Hostess and Housewifery Courses.

Practical courses in Dressmaking, Decorative Art, Household Accounts, Conversational French, English, including Dramatic Art, Millinery. Part time courses. Catalog. 7th year.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884

Connected with Mr. Charles Frohman's Empire Theatre and Companies

FRANKLIN H. SARGENT
President

For Catalogue and Information, apply to
THE SECRETARY, ROOM 162, CARNEGIE HALL, NEW YORK

New York School of Fine and Applied Art

Frank Alvah Parsons, Pres. **Begins September 13th**

Art Training for Life Work

Costume Design, Interior Decoration, Textile Design, Illustrative Advertising. Direct trade connections. Send for illustrated circular to

Susan F. Bissell, Secy. **2239 Broadway, N. Y. City**

The von Ende School of Music

Recognized as an institution adhering to the highest standards. A faculty such as never before has been assembled under one roof includes: Sigismond Stojowski, Alberto Jonas, Anton Witek, Adrienne Remenyi, Arthur Hartmann, Albert Ross Parsons, Hans van den Burg, Vita Witek, and Herwegh von Ende. Special subjects or complete courses. A school for artists as well as students of all ages. Dormitory for young ladies. Six weeks' summer course now in progress. Fall term begins September 13th. Send for free catalog and facsimile endorsements of the greatest artists. Address

Alfred E. Gally, Secretary, 44 West 85th Street, New York

THE ELINOR COMSTOCK SCHOOL OF MUSIC

(Endorsed by Leschetizky, Paderewski, Gabrilowitsch, Goodson)

A school with a name and a reputation. An exclusive home where a limited number of girls, duly chaperoned, may secure a thorough musical education, and enjoy the privilege of associating with world's foremost artists. Delightful location, one block from Fifth Ave. and Central Park. Piano taught by certified pupils of Leschetizky. French spoken in the house. Courses in Harmony, Literature, Classic Dancing. Also riding and out-door sports if desired.

Miss Elinor Comstock, Principal, 41 E. 80th St., New York City

Mme. Grace Whistler

Teacher of Voice, formerly of London and Paris, is now permanently located in **New York City—2128 Broadway.** Fourth season opens Sept. 1st. Refined home for a limited number of young ladies. Special feature made of Lecture Recitals at Private Schools. Write for circular.

London Daily Telegraph.—"She has real quality of tone and color."

Select School for Piano-forte Playing

Music but expresses the inner life. Its refining influence and potent *educational value* are recognized. Competent teachers, modern methods. For circular, address

GUSTAV L. BECKER, Director, **Steinway Hall, New York City**

Conservatory Training with Private Teachers

NEW YORK SCHOOL OF MUSIC AND ARTS

Central Park West, cor. 95th St., New York City **RALFE LEECH STERNER, Director**

A Real Home for Music Students. New York's modern, up-to-date Music School. All Branches of Music and the Arts taught from the beginning to the highest artistic finish by a faculty composed of

America's Most Eminent Teachers **Dormitories in School Buildings and Proper Chaperonage**

Open the Entire Year **TERMS including Tuition, Board, Practicing, etc., on application** ***SEND FOR BOOKLET*** **Pupils May Enter Any Day**

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

New York

BREMESTEAD

Philipse Manor-on-Hudson

MISS CLARA CHRISTIANE DULON, Principal

A Home and Day School for Girls.
Boys admitted to elementary grades.

Individual instruction with a reduction of study hours and more time for a well-balanced physical, mental, and moral development. No class limitation or formal class rooms. **College preparatory and General courses.** Dramatic and Interpretative dancing and physical culture a part of daily program. Community interests. Land and water sports and out-door classes.

Mrs. Marshall's School for Little Girls

A home-like boarding and day school for girls under fifteen, affording an abundance of healthful recreation and play in rural surroundings with elevating companionship.
Booklet free on request **Briarcliff Manor, N. Y.**

The Benjamin School for Girls

144 RIVERSIDE DRIVE NEW YORK CITY

Broadly Non-Sectarian

A **Boarding and Day School** offering both the physical opportunities of the country as well as the advantages of a great city. Complete courses from **primary to college** — also post-graduate course equivalent to two years of college. Excellent opportunities for the study of Art, Music and the Drama: Music Department under the personal supervision of **Mr. Rubin Goldmark.** "A School for earnest work emphasizing essentials and minimizing non-essentials."

MRS. CAROLINE S. BENJAMIN, A. M., Principal

The Graham School for Girls

Resident and day pupils, general and college preparatory courses. Unrivaled location overlooking Riverside Park and the Hudson. 42 Riverside Drive (at 76th Street), New York City.

100th year opens October 6th

The Scudder School for Girls

DAY AND HOME

Finishing Courses, Music, Art, Household Economics. College Preparation. Study in New York City and enjoy its metropolitan advantages under proper guidance and protection. **Secretarial Course** for educated young ladies. Write for booklet about being a private secretary. College girls and teachers will be interested.

MYRON T. SCUDDER, President, 57 W. 96th Street, New York City

Pennsylvania

Beechwood

A Cultural and Practical School

(Incorporated)

For Young Women

Box 412. JENKINTOWN, PA. (23 Minutes from Philadelphia.)

Has a twofold aim: to discover and develop each pupil's aptitude for some definite lifework; and to seek culture through academic and social training.

College Preparatory; College Departments; Conservatory of Music; Art, Arts and Crafts, Oratory. Courses in Domestic Arts and Sciences, Secretaryship, Normal Gymnastics, Normal Kindergarten, as electives. Swimming pool.

M. H. REASER, Ph. D., President
Rev. D. R. KERR, D. D., LL. D., Associate

The Wilkes-Barre Institute

A School for Girls **Sixty-second Year**

College Preparatory and General Courses.
Has its own farm and thus assures purest food products.
For circular, address

THE SECRETARY

78 South Franklin Street Wilkes-Barre, Penna.

SPRINGSIDE

Boarding and Day School for Girls.

Mrs. CHAPMAN and Miss JONES, Principals.

Chestnut Hill, PHILADELPHIA, PA.

A CABLEGRAM FROM SWITZERLAND

SUPPOSING you were detained while traveling abroad, and the time came to put your daughter in school. Being far from home, with only a few weeks time at your disposal, and knowing none you care to entrust with such important business—imagine the dilemma! What would you do?

Recently Vogue received a cablegram from Switzerland, prompted incidentally by a need of quick action. The cablegram was signed by the name of a woman well known in social and club circles, and asked for full particulars regarding a list of good schools,—"in haste, please!"

Vogue immediately collected full information as to standards, requirements, time of opening, etc., and the same day the answer was speeding back to the woman at her hotel in Zurich.

Truly, the sun never sets on the far-reaching activities of Vogue's School Service. One cannot travel beyond our range of helpfulness. The wires and the mails always reach us.

How may we best serve you at this late date? Perhaps, you, too, have reason for a delayed decision—perhaps you still have that vexed question to settle—what school?

A wire or letter will start things going in your behalf. Just tell us your requirements.

Massachusetts

Miss Hall's

SCHOOL FOR GIRLS

In the Berkshire Hills, on the Holmes Road to Lenox. Forty-five acres. One thousand feet above the sea level.

Miss MIRA H. HALL, Principal
Pittsfield, Massachusetts

Edith Coburn Noyes School of Expression

Literature, Personal Culture, Professional Training.
Voice, French (Yersin Method), Pedagogy, etc.
Personal Development and Balance.
Modern art technique.
A practical vocation.
Number limited to twenty-five young women.
Eighth year opens September 27th.

EDITH COBURN NOYES, Principal
Symphony Chambers, Boston, Mass.

Emerson College of Oratory

Largest School of Oratory, Belles-lettres and Pedagogy in America. Summer Sessions. 35th year opens Sept. 28th. Address HARRY SEYMOUR ROSS, Dean Huntington Chambers, Boston.

The MacDuffie School for Girls

Springfield Mass.

Individuality cultivated. Girls taught how to study. Beautiful grounds. College and general courses. Art, music, household arts, gymnasium, tennis, riding, swimming. 26th year. Principals:

John MacDuffie (Harv.) **Mrs. John MacDuffie (Radcl.)**

STANDISH MANOR SCHOOL

The special school for girls who are unable to keep pace with others of their own age. Each girl advanced as rapidly as health and ability permit. Intimate home care. 20 acres. Modern Manor House. Address

MRS. ELLEN C. DRESSER, Principal, Halifax, Mass.

Lasell Seminary

Auburndale, Mass.

Advanced work for high school graduates. Music, art household sciences. Basketball, tennis, horsback riding and canoeing. Twenty acres, twelve buildings.

G. M. WINSLOW, Ph.D., Principal, 126 Woodland Road

Massachusetts | *Massachusetts*

HOUSE IN THE PINES

Norton, Mass. **40 minutes from Boston**

A School for Girls. Thirty acres of campus, athletic fields, farm and pine groves. Horseback riding. New dwelling with sleeping porch. Separate school building. Intermediate and academic courses. Languages—native teachers. Music. Domestic arts including plain sewing, dressmaking, millinery, embroidery, costume designing, etc. Domestic science, including cooking and serving of meals, marketing, food values and the care of the home. Every attention, not only to habits of study, but to each girl's health and happiness.

MISS GERTRUDE E. CORNISH, Principal

Pennsylvania

The Baldwin School

A Country School for Girls **Bryn Mawr, Penna.**

Preparatory for Bryn Mawr, Mount Holyoke, Smith, Vassar and Wellesley colleges. Also strong general course. Within 24 years 254 students from this school have entered Bryn Mawr College. Certificate privileges for other colleges. Fireproof stone building. Abundant outdoor life and athletics.

ELIZABETH FORREST JOHNSON, A.B., Head of School

Miss Cowles' School (Highland Hall)

FOR GIRLS

Emma Milton Cowles, A.B., Head of School. Prepares for all colleges. Certificate privileges. Strong general course. Music, Art and Domestic Science. Healthful location. Gymnasium, Swimming Pool and Sleeping Porch. Resident Physical Director. For Catalogue address **The Secretary,** Hollidaysburg, Pennsylvania.

Pennsylvania

THE NEW HOPE SCHOOL

For a limited number of girls requiring an outdoor life and usual academic courses adapted to their individual needs. For girls desiring special courses in painting, music and art crafts.

Situated in beautiful Delaware River Valley, in community of musicians, writers and leading American artists. Combines advantages of country, nearby cities and delightful home life.

Address: MISS KARLINE HOLMQUIST, until September 10th, Truro, Mass.; after September 10th, New Hope, Penna.

PENNSYLVANIA, Overbrook.

Miss Sayward's School

For Girls. Suburb of Philadelphia. College preparatory and special courses. Certificate to leading colleges. Music, Domestic Science. Physical training, outdoor sports, horseback riding, swimming. Grounds and building enlarged. Develops character, mind and body. Miss S. JANET SAYWARD, Principal.

VOGUE'S SCHOOL DIRECTORY

Each school represented below is recommended to the patronage of our readers

District of Columbia

The Colonial School For Girls

Offers unexcelled advantages for study in the NATIONAL CAPITAL for those whose plan to study in EUROPEAN CAPITALS is delayed by the present war conditions. Modern Languages, Music, Art, Art History, Travel Class. Expression. Domestic Science. Secretarial. High School, College Preparatory, and Collegiate courses of study. Three years' advance work of college grade for High School and Seminary graduates in English, History, Languages and Sciences. Out-of-Door Study Hall. Basketball. Golf. Tennis. Horseback riding. Swimming. Certificate admits to College. Catalogue.

Miss CHARLOTTE CRITTENDEN EVERETT, Principal
1539 18th St., Washington, D. C

Martha Washington Seminary

For Young Women. Washington, D. C.
Located in the finest residential section of the National Capital, overlooking Dupont Circle. Delightful school life combined with Washington advantages. **Two years' course for high school graduates.** General and special courses. Department of **Domestic Science** and Household Arts, Music, Elocution, Art and Modern Languages. **Outdoor Sports.** Sight-seeing each week. $600 a year upward.
Edward W. Thompson, Prin., 601 Connecticut Avenue.

St. Margaret's School for Girls

Resident and Day Pupils. Lower School for girls from 7 to 14. Upper School for girls over 14. Small classes. Complete Academic and Special Courses.
Miss LIPPINCOTT and Miss BAKER, Principals.
2115 California Street, WASHINGTON, D. C.

DISTRICT OF COLUMBIA, WASHINGTON.
Chevy Chase Seminary A school for girls, in Washington's most beautiful suburb. Preparatory and finishing courses. Strong departments of Music, Art and Domestic Science. Campus of eleven acres and provision for all outdoor sports. Artesian water. Catalogue on request. Mr. and Mrs. S. N. BARKER, Principals.

SCHOOL OF SINGING—LAMPERTI METHOD

Madame Lucia Borderi, diploma-graduate, and formerly assistant to Lamperti (teacher of Sembrich), has opened a School of Singing at 1628 S Street N. W., Washington, D. C. Unequaled opportunity for young ladies to obtain foreign musical instruction at home. For further information and unexcelled references send for booklet.

Maryland

Educate Your Child In Your Own Home

Under the direction of
CALVERT SCHOOL, Inc.
(Established 1897)

A unique system by means of which children from kindergarten to 12 years of age may be educated at home by the best modern methods and under the guidance and supervision of a school with a national reputation for training young children. For information write, stating age of child. **Normal Department for training teachers. Circular on request.**

THE CALVERT SCHOOL, 5 West Chase St., Baltimore, Md.
V. M. HILLYER, A.B. (Harvard), Headmaster.

New Jersey

Miss Beard's School for Girls ORANGE, NEW JERSEY.
A country school, 13 miles from New York City. College preparatory and special courses. Music, Art, Domestic Arts and Science. Supervised physical work in gymnasium and field. Illustrated catalogue on request.
Address MISS LUCIE C. BEARD

Indiana

TUDOR HALL FOR GIRLS

Excels in thorough college preparation. General and special courses. Send for illustrated Year Book. Address Miss Fredonia Allen, Ph.B. (Cornell) Prin., 1560 North Meridian Street, Indianapolis, Indiana

Paris

MADAME CANIVET

receives in her home, near the Bois de Boulogne, a few young girls wishing to PERFECT THEIR FRENCH AND ART STUDIES. **Paris, 10 Avenue Jules Janin**

Mademoiselle Marie de San Carlos de Pedroso
will reopen in Paris, this fall, the
"VILLA DIEUDONNE"
her select boarding school for young ladies
Address, 34, AVENUE MOZART XVIÈME

"HE WILL BE THOUSANDS OF MILES AWAY!"

IN June came a letter from far away Guatemala, from a mother who wished to place her son in school in the United States.

"My son is eleven years old, very advanced for his age, speaking three languages perfectly. I would like a school preparatory for one of the big colleges, where outdoor exercise is not neglected, and having a homelike atmosphere—because my boy will be thousands of miles away from everybody he knows!"

It required neither sage nor seer to read between the lines; this mother was imposing implicit confidence in Vogue—practically consigning her son's education to our judgment.

We replied fully and promptly, giving the mother advice of four schools adjacent to New York City.

In July a very appreciative letter came, telling us that a selection had been made through Vogue's assistance. When thousands of miles separate this boy and his mother, she will rest assured in the knowledge that her son is being well taken care of.

May we not help you, *too?* Perhaps you have not yet decided, or wish to change the decision already half made. If you do not find the right school in this list—write to Vogue.

VOGUE SCHOOL SERVICE
443 Fourth Avenue New York City

Connecticut

Oxford **Hartford, Connecticut.** A home school for little girls under 16. Outdoor life. Athletics adapted to girls. Outdoor and indoor classrooms. Languages, Art, Domestic Science. Preparation for secondary schools and college. The training your daughter needs.
Address **Miss M. E. MARTIN, Principal, 230 Oxford Street**

SAINT MARGARET'S SCHOOL

College entrance certificate. General Courses. Household arts and crafts. 41st year. Gymnasium. Happy spirit of good fellowship between teacher and pupil. 50-acre school farm. Miss EMILY GARDNER MUNRO, A.M., Principal.
Waterbury, Connecticut.

Betts Tutoring School

Can **GUARANTEE** desired results. Its circular with references will tell you why.
WM. J. BETTS, M. A. (Yale), Formerly Headmaster of Betts Academy. STAMFORD, CONN.

Ridge School for Young Boys

A Home and School in the country for very small boys.
Mrs. WM. GOLD BRINSMADE, Washington, Conn.

Rhode Island

TOLETHORPE

Home and Day School for Girls. College Preparatory and General Courses.
Miss S. ALICE BROWNE, A. B. } Principals,
Miss ETHEL K. SIMES-NOWELL, }
On-the-Cliffs, Newport, R. I.

North Carolina

"Wildewood"
Miss Jordan's School for Girls

Mountrest, N. C. Altitude 2800 feet, near Biltmore and Asheville
EDUCATE YOUR DAUGHTER in the pure mountain air, amid beautiful scenes of "The Land of The Sky," free from artificiality of city life. Year round outdoor sports and mountain climbing. Exceptional musical and educational opportunities. Individual habit and character building, natural cultured home life. Home circle limited to twenty. References required.
MARY MILES JORDAN, *Principal*

Ohio

THE SMEAD SCHOOL FOR GIRLS *Established 1884 Incorporated 1911*

Resident and day pupils. Residence for younger girls. Montessori, Primary, Intermediate and College Preparatory Departments, with college certificate privileges.
THE MISSES ANDERSON, Principals Toledo, Ohio

Tennessee

WARD-BELMONT

A School for Girls and Young Women
Belmont Heights, Nashville, Tennessee
Opens Sept. 22nd. Half-million-dollar equipment. Modern buildings, gymnasium, swimming pool. Campus of 30 acres. Delightful climate. Two years' College, College Preparatory, Music, Art, Expression, Home Economics. Certificate privileges. Tennis, Horseback Riding. Students from 32 states. Attendance limited. For catalog and view book
Address Jennie P. Masson, Registrar
NASHVILLE, TENN.

Illinois

Have You Ideas About Clothes?

Dress Designing pays in city or village. Your ideas made practical and usable. Correspondence courses $20.00. Residence classes begin in Chicago this month.

Advance style sense; adapting to slender or stout figures; Right colors; Good lines; Harmony; Correcting defects in figures; Principles of beauty. Invaluable for Dress Makers, Designers, Domestic Art Teachers, and correct dressers. Direction of Carl N. Werntz, Dress Designer, Lecturer on Dress Design for the Fashion Art League of America and Instructor for the

CHICAGO ACADEMY of FINE ARTS
81 East Madison Street Chicago, Ill.
Please Address Department V

Advance Orders NECESSARY

news-stand buyers of VOGUE are advised to place an order at once for the next three numbers,—for each of which the demand is sure to be phenomenally large

PARIS OPENINGS
October 1st

AUTUMN PATTERNS
October 15th

and

WINTER FASHIONS
November 1st

The Paris Openings Number will give complete and authoritative descriptions and illustrations, reported by Vogue's Paris staff, of the successful creations of each couturier, the models which taken collectively establish the Autumn and Winter mode. See full page announcement on page 115.

The Autumn Patterns Number will present working plans for your entire Winter wardrobe—the newest models adapted to pattern form—with helpful suggestions regarding new materials, trimmings and accessories.

The Winter Fashions Number will show the mode in its Winter culmination—charming models smart couturiers evolve for their private clientele. It will be a comprehensive review of the new Winter mode in every essential detail.

NOTICE *to* NEWS-DEALERS

The demand for these Autumn Fashion Numbers is sure to be large. Place your increased orders well in advance. Suggest to your customers the desirability of giving you their orders now. Thousands of Vogue readers were disappointed last year because they failed to order their copies in time.

VOGUE

Single Copies 25c

443 FOURTH AVE., NEW YORK CITY
CONDÉ NAST, Publisher

Published Twice-a-Month

Bringing a Greater Joy to Life

I

INSIDE the door lies the deepest, purest joy of life. It is the joy of music. To millions that door has been locked. They have been barred out, not by a lack of music feeling —for that is instinctive to everyone —simply by a lack of music's mechanics—of mere *note knowledge*.

That door of music was opened at the coming of the Pianola. The scaffolding of music, the notes themselves, it supplies. But it can almost immediately make of you —of everyone—a true musician, because it enables you to press your own music feeling into the instrument with exactly the spirit of a great pianist.

The only difference is that he has learned through painful years these same *mechanics* of the piano —the same mechanics which the Pianola, at a step, has *given* to you.

II

What does it mean to the average person to be suddenly endowed with a perfect piano-technique, accompanied with the power to exercise that joyous "creation-feeling" which all skilled or instinctive musicians have?

It means for him, for you, a new and almost incredible source of joy. It means that the greatest masters of music beauty can be brought as intimately close to you as is Dickens or Balzac—the great masters of the pen.

"And she can play for you! All that you wish—tender old melodies to re-awaken fondest memories. Grave compositions of the masters, or sprightly modern things to liven and inspire you."

And the Pianola for your child?

It means the development of a deep, true love and understanding of music that simple piano lessons alone could never perhaps develop. For scales develop only the *mechanical* ability —never the full abiding delight in the intelligent *understanding* of music.

That understanding — the very living soul of music — the Pianola will surely bring to your child. It will teach her to interpret music for herself—to love music—to take an infinitely greater interest in learning to play herself, by hand.

III

How is it that an instrument can, with automatic perfection, produce the note-structure of any music for you and yet allow you with infinite delicacy to put your own music-feeling into it—just as the great musicians do?

How?

Through a series of inventions which make it possible to weave through the notes themselves the moving beauties of emotion, of intensest human feeling — the life-force behind music. These inventions it is that set the Pianola far beyond the merely correctly mechanical but humanly unresponsive "player-piano."

They mean that in tempo and tonal variation the Pianola can easily, simply, respond to your every mood; that you can instinctively express that mood, and through any music — popular or classical, grave or gay.

So you can literally *press beauty*

A patented device that will automatically and correctly operate the "pedal" when desired.

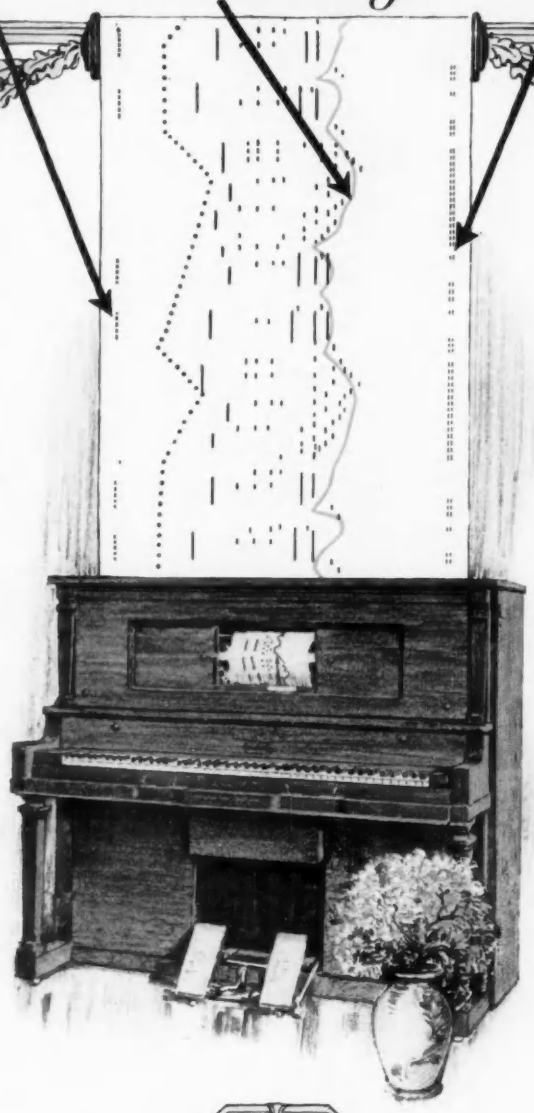
The Automatic Sustaining Pedal

The Pianola's wonderful patented guide to correct tempo and interpretation. Makes musicianly playing possible to all.

The Metrostyle

An important and exclusive device that automatically emphasizes the "melody" notes either in the treble or bass.

The Themodist



into music which, without these wonderful inventions, had been mere notes—soulless, unemotional, unmoving.

IV

One great invention—the like of which is not to be found on any other instrument—gives you command of "time." It shows you when and how to play—now gravely and majestically, now brightly, with hurried, tripping measures.

It enables you to interpret with infinite meaning—to introduce into your playing the thousand little graces of tempo, the delicate retards and rests and sprightly accelerations that bring out the subtle beauty of the music.

It makes of you, in fact, a finished artist of the piano.

Another invention, likewise exclusive with the Pianola, gives you command of one of the greatest of the pianist's arts—causing the melody to sing above the accompaniment. At the same time it removes the cause of one of the severest criticisms against the player-piano—the marring emphasis of the bass—the insistent and monotonous thump, thump of deep chords whose presence should only be suggested.

And still another invention takes care for you of the difficult and highly technical art of pedaling. It makes the "loud" pedal serve its proper purpose of sustaining harmonious notes and chords instead of simply producing loud, jangling tones, as it must if improperly used.

V

So, one by one, problems quite unattainable by the "player-piano" are met by the Pianola. The dulled melody is brought out. The over-insistent bass is regulated. The dead monotony of tempo is banished. The "feelinglessness" is gone. At a step you enter into the wonderful heritage of musical self-expression through music's most beautiful and comprehensive instrument, the piano. At a step you feel the power to regulate melody just as the great pianists do, who simply do so because they possess the music mechanics which the Pianola supplies even more effectively to you.

We want you to hear and know the Pianola—the real Pianola that towers musically so far above the so-called "player-pianos" its great success has brought upon the market. And that you may hear this wonderful instrument, we ask you to write us direct so that we may tell you the music house in your vicinity that handles it. We will also send you free a beautiful and impressive catalog, if you write.

This great Piano that Paderewski says "should be in every home." For nothing that the old piano is, or does, is lacking from the Pianola. Even for practice and hand-playing it is much better.

There is but one Pianola. It is made only by The Aeolian Company. And only in the following models:

The Steinway Pianola — *The Steck Pianola*
The Wheelock Pianola — *The Stuyvesant Pianola*
The Stroud Pianola — *The famous Weber Pianola*

Prices from $550

Transportation charges added on Pacific Coast

Address Dept. T-9

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

Copyright, 1915, The Aeolian Co.

Nos. 3180-3181
The almost universal becomingness of the redingote is, no doubt, the cause of its enthusiastic revival. Price 50 cents for waist or skirt.

No. 3175
A one piece gown combines the grace of the Princess line with the youth of a marked waistline. Price 1 dollar for full costume.

Nos. 3130-3131
The new way is to swing a coat from the neckline and give flare by set-in Godets. Price 50 cents for coat or skirt.

Four "Ultra-Smart" VOGUE *Models*

Designs which are Individual without being Bizarre

Here are four illustrations of the newest ideas in outer garments for the cooler weather. They represent the general trend of the Paris mode and point the way for the woman who would be quite up to date and who wishes a coat or suit which will be smart in cut throughout the winter. Like all of Vogue's patterns, these models are fashioned with the idea of making them unequaled in distinction, and individual without being impractical or bizarre.

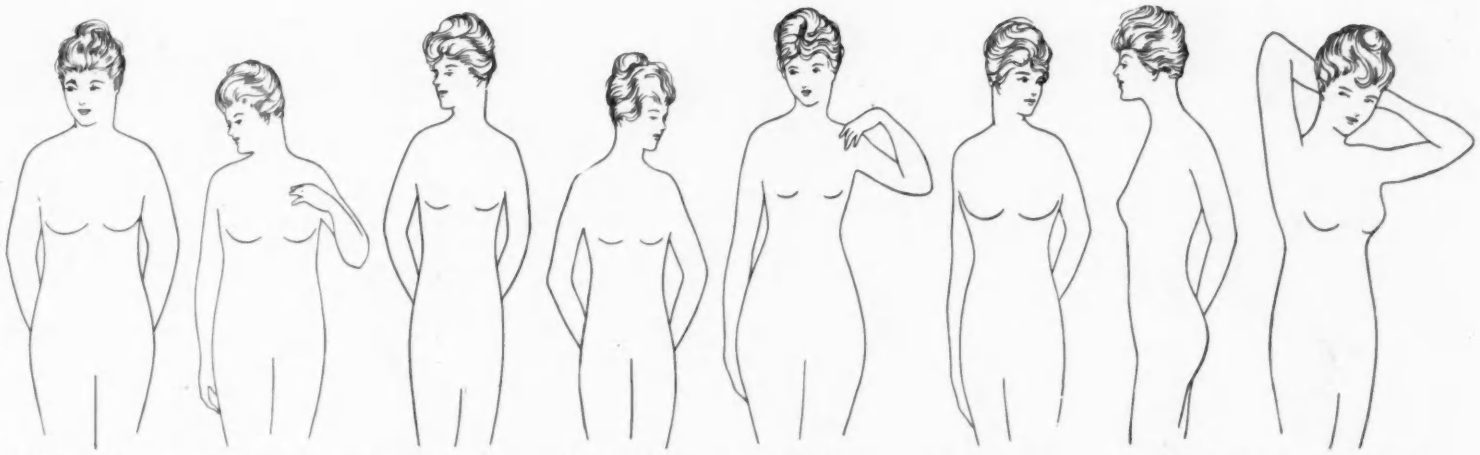
Vogue patterns bridge the gap between the limited and unlimited dress allowance. They are made primarily for the perfectly groomed woman who demands the latest and most authentic output of fashion, made up under her personal supervision. If she desires also to express her individuality in the selection of fabric, color and trimming, through Vogue she may attain this self expression and be assured moreover of a perfectly cut garment.

Nos. 3188-3189
This gray duvetyn suit has a coat cut long enough to wear separately over thin frocks. It is trimmed with Skunk. Price 50 cents each number, in regular sizes.

The profit in pattern making is in cutting the designs with as few pieces of paper as possible and in marking these few pieces as few times as possible. Vogue does not make a cheap pattern. A Vogue pattern is a perfect replica, in paper, of the model selected. Vogue patterns are cut in as many pieces as may be necessary. No tiny detail of the costume is eliminated and each and every piece of the garment is marked plainly in English. The seams are all perforated and the pattern is assembled in three different colored papers. It is such infinite care of detail that makes the Vogue pattern superior to all.

VOGUE PATTERN SERVICE

443 FOURTH AVENUE NEW YORK CITY



Tall heavy figure *Short heavy figure* *Tall slender figure* *Short slender figure* *Full hip figure* *Full bust figure* *Curved back figure* *Short waist figure*

For Every Figure
There Are Many Front-Lacing
GOSSARD Corsets

THERE are nine general figure types among women—they are illustrated on this page. In thirteen years we have manufactured millions and millions of corsets. Every conceivable figure type has been analyzed, so that today, with the guidance of this classification, you can ask any trained Gossard Corsetiere in your city for the models designed for your figure and she will gladly fit you.

Gossard Corsets and Brassieres are most always fitted—just the same as your suits, dresses and shoes are fitted. Insist on a fitting because it's part of Gossard Service. There is never any question about your corset comfort, wearing service and style, when correctly fitted to the Gossard designed for your figure.

For every one of the nine figure types *there are many Gossard models*. You have your c oice of materials, finish, style and price. Some Gossard models cost but $2.00, others are $3.50, $5.00, $6.50, $8.50 up to $25.00 and $40.00. Brassieres are 50 cents to $6.50.

At any price you are assured wearing service, comfort, perfect fit and style that is distinctive. The personal satisfaction enjoyed is worth more than the price of the garment.

It is recognized now, that most Gossard wearers are not only healthy women—*they are beautiful because of their health.* Doctors and trained nurses do more than suggest Gossards—they actually prescribe them.

To be sure you are getting the original, look for the blue Gossard label sewn inside the corset or brassiere.

Stores selling Gossard Corsets will join with us in our

6th Semi-Annual Proclamation of Authoritative Corset Styles Fall and Winter 1915-16

Beginning September 25th and continuing up to November 15th, live model Demonstrations and Fashion Shows will be given wherever Gossard Corsets are sold. Watch for these events in the store selling Gossard Corsets in your city. They will aid you in determining the styles this season.

The great advantages of front-lacing, economy, comfort, ease of adjustment, long wearing service, and remarkable beauty and outstanding style of Gossard Corsets will be demonstrated.

In most stores where Gossard Corsets are sold you will find a Graduate Gossard Corsetiere—a woman trained in our own school. You can depend on her judgment. She knows each model, and the easy, quick way to fit you. She doesn't waste your time nor try your patience.

If you should miss the Live Model Demonstration, be sure to see the motion pictures of how Gossard Corsets are fitted. They will undoubtedly be shown in your city some time this Fall or Winter.

Save this page for future reference. It is the first step toward permanent and complete corset satisfaction. Remember, also, what we have so often said: "There is a Gossard Corset for every figure and a price for every purse."

Be fitted today. Insist on a genuine Gossard.

The H. W. Gossard Co.

Largest Makers of Fine Corsets CHICAGO, U. S. A.

The Ideal Figure
Fitted with a new Gossard Model

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

One year, (24 issues) payable with order.....$70.00
One year, (24 issues) payable monthly in advance..... 80.00
Six months, (12 issues) payable with order..... 40.00
Six months, (12 issues) payable monthly in advance..... 44.00
Four insertions, (minimum order) payable with order..... 15.00

Shoppers' and Buyers' Guide, Vogue, 443 Fourth Ave., New York.

Andirons & Door Porters

MOUNTAIN COMMUNITY, Inc., 176 Madison Ave., N. Y. Line of Andirons & Door Stops; most unusual & novel line in this country designed & executed by Mrs. Wheeler Jones.

MOUNTAIN COMMUNITY, Inc. Manufacturers of large line of Unique Novelties for Good Shops. Authorities state goods not excelled by Paris or Vienna.

Antiques

BRASS AND COPPER ANTIQUES, Russian samovars, candlesticks, andirons, doorknockers. Many unique gifts $1 up. Call or write for catalog. Russian Antique Shop, 1 E. 28th St., N. Y.

CARVED WOOD WALL BRACKETS. Two lights—Bow-Knot effect—Gold leaf. $5 each. Also other designs. Photos sent on request. Lans Curiosity Shop. 439-4th Ave., N. Y.

CHOICE PIECES—Mahogany tables, clawfoot sofa, pineapple bedsteads, old china, lustre, etc. Selling my home. Send for list. Mrs. Page, Atwater Terrace, Springfield, Mass.

BIRNS'S ANTIQUE SHOP, 101 W. 37th St. A few choice examples of real antiques together with some very good copies, hand made of Old Woods, at our shop. Repairs of all kinds.

Art Galleries

THE LITTLE GALLERY—15-17 E. 40th St. New York, Fourth Floor. Distinctive Art Gifts. Telephone, Murray Hill 1683.

SHEER HAND hemmed linen **handkerchiefs** marked to order with hand embroidered initial in a square. $3.00 per dozen. The Little Gallery, 15 E. 40th St., N. Y.

RARE OPPORTUNITY to secure famous paintings, reprod. by prom. foreign artist, at mod. prices. Charming for panels. Write for description. J.R.Bremner Co.,680 Mad. Ave., N.Y.

RUBENS, REYNOLDS & REMBRANDT We reproduce the paintings of these Old Masters. J. R. Bremner Co., 680 Madison Avenue, N. Y.

A HOME WITH "OLD MASTERS" in the Living Room, shows more than anything else the Good Taste of its owner. J.R.Bremner Co., 680 Madison Av., N. Y. City.

J. R. BREMNER CO. IS UNIQUE in this service. No organization in the Country can reproduce "Old Masters" as we can. 680 Madison Ave., Tel. Plaza 3154, N. Y. City.

DECORATIVE PAINTINGS OF MERIT are discouragingly scarce. We reproduce the "Old Masters." J. R. Bremner Co., 680 Madison Av., N.Y.City.

PORTRAITS, LANDSCAPES, MARINE paintings by "Old Masters." J. R. Bremner Co. 680 Madison Ave., New York City.

J. R. BREMNER CO., Inc. Tel. Plaza 3154. 680 Madison Avenue, New York City. Interior Decorations and House Furnishings.

SEND ME YOUR PHOTOGRAPH! I paint photographs by a process, giving effect of a miniature. Light backgrounds preferred. Cabinet size $2.00. Mrs. Edwin Perrin, Scarsdale, N. Y.

Automobiles

YOU HAVE READ on page 24 an advertisement which will indicate the consistency of Scripps-Booth representation in New York by Isotta Fraschini Motors Co., 2 West 57th Street.

AUTOMOBILE LUNCHEONS temptingly prepared. Securely packed to be fresh after the trip, or your own basket completely provisioned. The Rose Garden, 36 West 59th St., N. Y.

STEWART AUTOMOBILE SCHOOL 255 West 57th Street, N. Y. C. Have you noticed how many ladies drive their own cars? We taught them! Full course $55. Booklet.

MUST DISPOSE of my exquisite electric Brougham. Just repainted, new tires, new batteries. Will sacrifice for less than ½ origi. cost. Mme. A. B. Chouinard, 20 Central Pk. West.

Beauty Culture

KOROZONE Vacuum Cleaner for the face. Removes blackheads, refines large pores, removes wrinkles, bleaches skin. Treatment $2.50. Kora M.Lubin,D.P.S.,2248 B'wy,N.Y.Tel.Sch'y.9056

THE QUEST OF YOUTH AND BEAUTY should lead ladies to the Small Sisters Institute of Beauty. Helpful Booklet. 379-5th Ave. New York.

WELL GROOMED WOMEN can have smooth & not unsightly under-arms by using my Hair Remover. No burning. Money back guar. Price 75c. A. J. MacHale, 420 Boylston St., Boston, Mass.

MME. ANITA OF PARIS is introducing a beauty cream of scientific properties, sample size, 10 cts. Positive cure for sunburn, removes wrinkles, freckles and tan. 1476 B'way, N. Y.

AN ADEPT IN THE ART OF ADVERTISING

In a little town in Wurtemberg, where the art of the florist has descended from father to son for countless generations, George Stumpp was born.

Instead of staying at home, like his forebears, George came to America at the age of eighteen. Thirty-five years ago he opened a florist shop of his own in the wilds of what is now known as Madison Avenue and 58th Street.

As the residential district moved uptown, Stumpp moved his shop over to Fifth Avenue. In the course of events he retired and George Jr. succeeded to the business. George Jr. has worked in every important florist shop in the United States from New York to San Francisco and knows the business thoroughly. An adept in the high art of cultivating flowers, the younger Stumpp knows the just-as-important art of advertising. It is not surprising then, that when he opened his shop at Southampton this summer he put an announcement in the "Shoppers' & Buyers' Guide." Read his opinion of Vogue as a medium for reaching women of wealth and social prominence:

"The results from my small announcement in the Shoppers' & Buyers' Guide were more than I dared hope for.

"Not only did it attract the fashionable set of New York and Southampton, but I received inquiries from your readers from all parts of the country. They seem to show an especial interest in the Kewpie Ferns and table decorations, originated by us.

"I think I am on the right track as far as advertising goes."

Mr. Stumpp's Kewpie Ferns and marble flower basins are tasteful and original. It is just these touches that give his shop that air of distinctiveness so characteristic of all the shops in this directory.

Beauty Culture—Cont.

THE FACE GROWS OLD FIRST—but by my method of rejuvenation it can be made to grow young again. And you can see this happen whether you believe it or not.

2. MY METHOD REMOVES sag, lines and wrinkles. No cutting, scars or paraffine. Dr. E. P. Robinson, 452 Fifth Avenue, Knox Bldg. At 40th St., N.Y.

LUISURE ASTRINGENT LOTION—highly beneficial to all skins; contracts large pores, removes tan & sunburn, prevents wrinkles. Pp'd., $1. Booklet. Louise Vogler, 4246 B'way, N. Y.

1. HAIR successfully treated. Superfluous hair. By Dr. Bellin's Wonderstoen. A harmless, odorless, non-poisonous tablet which will not injure the most delicate skin. It has

2. THE ENDORSEMENT of Prof. Beneville, Ferguson Laboratories & prom. physicians. $1; all drug & depart. stores, or direct. Booklet. Dr. Bellin's Wonderstoen Co., 55 Delancey St.,N.Y.

BEAUTY BROW will keep the eyebrows dark and glossy. One or two applications last 90 days guar. Will not rub off. 75c p'p'd. Beauty Brow Co., 2347 Jackson Blvd., Chicago.

TO-DAY! While you have half an hour to spare have your face corrected and go through the rest of your life looking better. W. Augustus Pratt, M. D., 40 W. 34th St., N.Y.

YOUTH & BEAUTY PRESERVED by the Viking Creme & Lotion. Show beneficiary results after the first application. $1.10 by mail. Booklet. Wright Sisters, 153 East 54th St.,N.Y.

ERMINIA SKIN TONIC freshens the complexion, preserves youth, & restores the natural bloom to a tired skin. Price $1. Consultation, 10 to 4 daily. "Erminia," 373-5th Ave., N. Y. C.

NATURA PREPARATIONS are pure and effective. Complexion treatments, $2. Lily Bulb Lotion, $2.75, astringent and skin whitener. Booklet. 461-5th Ave., N.Y. Murray Hill 6122.

Blouses

THE GAY SHOP—CHICAGO (Avis Gay, Anne Gay). Designers of exquisite blouses & outing shirts. Hand work only. 1025 Marshall Field Annex Bldg., 25 E. Washington St.

Boas, Feathers, etc.

MME. BLOCK. Willow or Ostrich Plumes made into a French Plume, Novelty Collarette or Boa. Paradise aigrettes cleaned, remodeled. Ostrich fans repaired. 36 W. 34th St., N. Y.

PARADISE, aigrettes, ostrich, branched & cleaned. Mail orders. Feathers dyed latest shades. Manuf. of Novelties. Every Color Feather Works, 103 W. 42nd St., N. Y.

EVERYTHING IN FEATHERS—Old feathers made into beautiful Boas, Plumes, etc. Remarkable line of new feather effects. Prompt mail service. H. Methot, 29 W. 34th St., N. Y.

Braid'g, Plait'g, Hemstitch'g

HEMSTITCHING, Accordion and Side Plaitings, Pinking, Ruchings, Buttons covered, all styles. Fancy dyeing of nets, chiffons, etc. Mail orders. G. M. Sadleir, 38 W. 34th St., N.Y.

Candies

LORD'S DOLLAR CHOCOLATES in 1, 2, 3 and 5 pound boxes delivered post paid anywhere in the United States. $1 per pound. I. F. Lord & Son, 486 Congress St., Portland, Me.

PAPILIO CANDIES—pure and irresistible. Honeyed pecans from old Southern recipes, $2 lb. Salted nuts, $1.35 lb. Dainty butterfly mints, 80c lb. Papilio Co., Carnegie Studios, N. Y.

Children's Clothes

CHILDREN'S WEAR from infancy to 12 yrs. Garments made to order, smocked and exclusive models. Boys' dresses, 1-6 yrs., specialty. Beebe & Shaddle, 69 W. 46 St. Tel. Bryant 5676.

IMPORTED Hand-Made Smocked **FROCKS.** Sizes 6 months to 15 yrs. Frocks sent on approval; prices reasonable. Cir. showing designs on request. Mrs. J. B. McCoy, Jamestown, Va.

BABY GARMENTS. Attractively hand-made, infants to two years. Assortments sent for selection. Send stamp for booklet. Mrs. J. A. McMillan, 303 Ashton Bldg., Grand Rapids, Mich.

DRESSES, Play Frocks, Rompers, Coats, Bonnets, for girls up to 6, and boys up to 4. Complete Baby Outfits. Approval shipments on request. Gebrüder Mosse, 19 W. 45th, N. Y.

DISTINCTIVE APPAREL designed to suit the individual child. Dresses, coats, suits & hats for girls of all ages; boys up to 8. Sketches submitted. Ann Harmon, 10 E. 46th St., N. Y.

GRACE & SIMPLICITY OF LINE, unusual materials, subtle & harmonious color schemes. Inspection of models invited. Samples & estimates furnished. Ann Harmon, 10 E. 46 St.,N.Y

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Children's Clothes—Cont.

THE BABY'S BAZAAR, 248 Boylston St., Boston. Our fine hand-made layettes include everything a baby will need at birth. Send for Layette catalogue.

THE BABY'S BAZAAR. Sterilized Maternity Package. Each article is in a separate sterilized package and done up in a large box in sealed wrapping. Price $5.00.

WRITE FOR DESCRIPTION of contents in our Layette Catalogue. The Baby's Bazaar, 248 Boylston Street, Boston.

USE E-Z SMOCKING PATTERNS. "Simplified Smocking," by Helena Buehler, & 3 different designs $1; each 25c. Dealer or write E-Z Smocking Patterns Co., 39 S. 10th St., Phila., Pa.

BOUDOIR PILLOWS of white huck cross stitched design. Orders taken to match color scheme of rooms. Doll's bedroom & library furniture. Shut-in Society, 62 E. 34th St., N.Y.

INFANT'S LAYETTES—Finest hand-made and other grades. Also hand-emb. dresses to 5 years. Write for circulars. Elizabeth C. Leay, Rockford, Ill.

MISS MOORE: Our specialties for Children are absolutely unique. D'Jibba, Robe Innocence, Smocks, Dodo, Jackie & other frocks. Boys to 6, girls to 14 yrs. 547 Boylston St., Boston.

DOLL'S CLOTHES. Made complete or basted so children can finish. Special, up-to-date Corduroy Sport Coat & Hat. Correspondence solicited. Miss Robertson, The Doll House, Somerville, Mass.

CHILDREN'S SMOCKED FROCKS. Handmade to measure. Sketches & samples on request. Materials shrunken. Prices 50% less than elsewhere. The Clover Shop, Providence, R. I.

VOGUE MODELS A SPECIALTY. Attractive frocks & smocks, sizes 4-12 yrs., made at short notice. School dresses, best linens: $6.50 to $10. Sketches & samples. Box 23, Sta. F., N. Y. P. O.

BABY SHOP—Exclusive designs for wee ones. Specializes in dainty hand-made Layettes, relieving the mother of all responsibility. Elizabeth Coleman, 247 S. 20th St., Phila., Pa.

Cigarettes

FROM THE ORIENT—Harem Ruby Perfum'd Turkish Cigarettes; Flor de Shiraz, $1 Box, Ambree, 50c Box. Plain Turkish Cigarettes 25c Box. Viscomtesse Alma Surok, 500-5th Ave., N.Y.

SILK TIP CIGARETTES. Direct from Paris; elite society's dernier cri novelty; imp'rt'd Turkish tobaccos. Init'ls or monogram free; $2.50 a 100. Persian Cygaretry, 500-5th Av., New York.

A CONSERVATIVE Cigarette for conservative tastes. Jasco made from tender leaves of best Turkish tobacco. Plain, straw or cork, $2 a 100. A. J. Sheldon Co., 100 Front St., N. Y.

Cleaning and Dyeing

LEWANDOS CLEANERS and DYERS
New York Shops
348 Madison Avenue, 801 Madison Avenue
Violet Shop, 21 East 48th Street

LEWANDOS, 75 N. Pearl St., Albany
1633 Chestnut Street, Philadelphia
1118 G Street N W, Washington
New Haven Bridgeport Waterbury Hartford

LEWANDOS; Providence, Newport, Fall River, Fitchburg, Springfield, Worcester, Salem, Lynn, Lowell, Portland, Cambridge, Brookline, Roxbury, Waltham, Watertown, Malden, Dorchester.

LEWANDOS Boston Shops
17 Temple Place 284 Boylston Street
248 Huntington Avenue
Cleaners and Dyers

KNICKERBOCKER CLEANING CO. High-class cleaners and dyers, of New York. Main office, 402 East 31st St., Murray Hill 6618. Branch offices, telephone connections.

MME. PAULINE, expert Cleaners and Dyers. Use "Spot-Off" the fireproof cleaning fluid. 364 Madison Ave., N. Y. Main office and works, 233 W. 14th St., N. Y.

"LEONTINE" the original great cleanser, cleans carpets, clothing, silks, satins, kid gloves, suede shoes, satin slippers. Sent p'p'd. Leontine Co., 200 Fifth Ave., N. Y. Tel. Gramercy 1587.

Chiropody

DR. E. N. COGSWELL, Surgeon Chiropodist. Foot Tonic to use after the dance, $1. Foot Ointment, 50c. Toilet Powder, 25c. Expert manicuring, 501 Fifth Ave., New York.

Conservatory Furniture

BOXWOOD AND BAY TREES will give your conservatory that formal atmosphere, so charming to everyone. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

JAPANESE SANDALWOOD TREES They are shaped like miniature Bay Trees—a foot high. The price is $5.00. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

Corsets

MME. S. SCHWARTZ
Corsetiere.
11 East 47th Street, New York.
Telephone 1552 Murray Hill.

MME. ROSE LILLI, Corsetiere Models which accurately forecast the "Trend of Fashion." Custom made only. 15 West 45th St., New York. Tel. 2818 Bryant.

GOSSARD FRONT LACED CORSETS Fitted by experienced corsetieres, $2 up; retail only. Brassieres fitted; corsets to order. Olmstead Corset Co., 179 Madison Ave. at 34th St., N. Y.

MME. BARCLAY MODART FRONT-LACE Corsets.
553 Fifth Avenue, New York.
Tel. 4474 M. H.—Also (See Modart Display ad.)

PEETZ FRONT LACE CORSET. "The Highest Art in Corseting." Ready to wear, custom made. $5.50 to $35. Corsets made to order in 24 hours. 45 W. 37 St., N. Y. Tel. Greeley 4786.

GOODWIN. Corsets of every description. Ready to wear from $5; and custom made from $10. 373 Fifth Ave., at 35th St., N. Y. Telephone 3293 Murray Hill.

THE GILLETTE CORSET—Custom made. Originated in Paris, but made in U. S. A., sold by exclusive representatives only. Write for particulars. The Gillette Co., 500-5th Ave., N. Y.

MATERNITY CORSETS, $3.50 & $5.
The Wells Gossard Store
1112 G Street, N. W., Washington, D. C.
Write for measure blank.

LOUISE GREENWOOD, Corsetiere, 500-5th Ave., N.Y. (4th fl.), Bryant 5121. Made to Order & Ready to Wear. Prices most reasonable. Corsets copied, repaired. Measurement blank on request.

VIAU'S FRENCH CORSETS—Corsets for slender figures with undeveloped bust. Also reducing. Special corset for deformed figures. Booklet. Viau Corset, 39 W. 34th St., 9th floor, N.Y.

BERTHE MAY'S MATERNITY CORSET Special for purpose. Dress as usual. Uninterrupted comfort. Mail orders. Write for Booklet 29, or call at 10 East 46th Street, New York.

RUBY CORSET CO. Corsets made to order from $8.00 up. All orders given our personal attention. Send for measurement blank. Hippodrome Bldg., N.Y. Br. n.w. cor. B'w'y & 90 St.

TRAINING SCHOOL—I have instructed hundreds of ladies to carry themselves correctly, thus earn a living as cloak models. Let me make your figure perfect. Alice Christal, 50 W. 33 St., N. Y.

Corset Hospital

ALONSO'S CORSET HOSPITAL
500 Fifth Ave., N.Y., cor. 42d St. Corsets cleaned, repaired, or altered. Exact or modified copies of foreign or domestic corsets. Moderate cost.

Cross-stitch Patterns

JUST PUBLISHED, QUAINT, unusual set of cross-stitch patterns by Edith Allen Hall. 80c postage paid. Special prices to shops. Exclusive designs to order. Also

BREAKFAST & PORCH LINENS, pillow covers, runners cross-stitched in her orig. designs. Modern samplers. Send bk. ref. for approval box. Edith Allen Hall, Stamford, Ct.

Dancing

ALVIENE, Ballet Master, late Grand Opera, Paris, Milan, New York, etc. Authority on Modern dances, Dramatic & Classic dances. 225 W. 57th St., Tel. Col. 4732.

THE A. ALBERT SAATO Academies of Dancing. Broadway, 86th-87th Sts., N. Y. The dances of today. Taught privately or in class. Booklet sent. Tel. 6435 Schuyler.

NORMAL COURSE—MODERN DANCES. There is an ever-growing demand for capable modern dance teachers. Our course prepares you for paying positions. Direct supervision of

MR. G. HEPBURN WILSON, M. B., American Authority on Modern Dances. Write, phone or call Fifth Ave., N. Y., Thorley Bldg., N. W. Cor. 46th St., Bryant 6321, for rates.

CHICAGO'S Representative Teacher, William Crockett Perrin—Newest Dances, State & Ballroom, Ballet & Aesthetic Dept. under Hazel Sharp, Perrin Hall, Auditorium Bldg. Tel. Wabash 3297.

LOUISE MORGAN—DANCING Studio 150 W. 57th St. Society and Artistic dancing, taught privately and in class. Special classes in Rhythmic dancing for children. Phone 540 Circle.

LOUIS H. CHALIF, Graduate Russian Imperial Ballet School, personally teaches Interpretive, Classical and Ballroom Dancing. Teachers' daily normal classes, 7 W. 42d St., N.Y.

BOURNIQUES: Chicago, 624 So. Michigan Avenue adjoining Blackstone Hotel. Modern Dances. Known far and wide for excellence and permanence of its standards. Teachers' course.

NEWEST AND MOST POPULAR DANCES. Modern, Classical, personally taught by J. Dimant, late principal Imperial School, Petrograd, Russia. 19 E. 49th St., Tel. 7468 Plaza.

Dancing—Cont.

VERNON CASTLE SCHOOL OF DANCING Normal Course through the year. Private lessons in all departments.

EDWARD J. KURYLO
Former Ballet Master Government Theatres, Warsaw, Russian Ballet, Folk and Toe Dancing.

ALICE HOLLISTER CLARK
Leading Exponent
of Interpretive
Motion and Dance.

EVELYN HUBBELL and ILA D. KNOWLES
Ball Room Dancing, Catalogues.
Business Manager, A. F. Corbin,
Castle House, 24 East 46th St., N. Y.

Decorating and Furnishing

MRS. BARNEWALL, Interior decorator, is showing a room at 19 East 48th St., New York, arranged as an enclosed piazza. Tel. Murray Hill 8317

MISS SWORDS, INC., Interior furnishings, chintzes, mantels, wallpapers, Italian pottery, antique fixtures for electricity, lamps & shades. Miss Swords & Miss Sparks, 18 E. 48th St., N.Y.

HOMES FURNISHED with individuality. Unusual chintzes, Sunfast stuffs, rare silks. Lamps, painted furniture; exquisite novelties to order. Mastick & Graham, 8 E. 37 St., N.Y. M.H. 6325.

FINE IMPORTED CLOCKS Distinctive period designs in grandfather and mantel clocks. Expert repairing. All work guaranteed. Harris & Harrington, 12 W. 45 St., N.Y.

WARD & ROME. Painted furniture designed for country houses, unusual screens, desk sets, parchment and Chinese lacquered lamp shades. 132 E. 47th St., N. Y. Tel. Murray Hill 1305.

CURTAINS, MEXICAN HAND DRAWN Scrim & Marquisette curtains. Many pleasing & effective designs, moderate prices. Send for booklet. The Pilgrim, 10 Tremont St., Boston, Mass.

MILDRED RICHARDSON KELLY. Consult the decorator concerning the furnishings of your home. Suggestions for simple rooms, men's rooms, period rooms. 42 W. 39th St., N. Y. C.

AMY FERRIS 6 East 37th Street, N. Y.
Wallpapers, Hangings,
Rugs and Furniture
Original Designs in Lamp Shades-

MACBRIDE—REMODELS & REBUILDS Your old home or proposed new one. Aristocratic & Artistic effects with odd, unusual features. No architect's fees. No extras.

SEE HIS SAMPLE HOME AT
The MacBride Atelier
3 East 52nd Street, New York.
"Decorations of Interiors." Phone Plaza 181.

B. RUSSELL HERTS, Author of "The Decoration and Furnishings of Apartments," will be glad to be consulted upon his specialty at his studio, 20 West 57th St., N. Y. C.

ULTRA MODERN IDEAS carried out with taste. Parisian and Viennese designs and color schemes in papers, fabrics and furniture.

ALSO PERIOD FURNISHINGS combining dignity, harmony and comfort.
Miss McBurney & Miss Underwood
42 West 39th St., N. Y. Tel. Greeley 2808.

CURTAIN MATERIALS by the yard. Voiles, Marquisettes 15c to 35c. Batistes 50c. Fine Lace Nets 45c to $1. English velvets $1.45 & $2.25, booklets 10c. F.R. Aldrich, 452-5th Av., N. Y.

LORD & TAYLOR, NEW YORK. Department for Interior Decorations. Booklet on request. Suggestions & estimates gratis. Fifth Avenue, 38th Street, 39th Street.

MARY LOUISE COLEMAN, CHICAGO—Studio 1035 Fine Arts Bldg. Decorated furniture, wall paper, draperies, window shades of Eng. glazed chintz, orig. lamp designs & shades.

MRS. MUCHMORE—Consulting Decorator.
London New York.
Special stuffs and furniture. Expert advice.
20 Gramercy Park.

JAYNE HOME FURNISHER
Leavens Furniture—Reproductions
Wallpapers, Fabrics, Rugs, Decorations.
2146 B'way, N. Y. Tel. Schuyler 3746.

Buy your **ORIENTAL RUGS** at wholesale
Ohan Stepan Berberyan
(Formerly with Kent-Costikyan Inc.)
Office 507 Fifth Avenue, New York.

Delicacies

MANSION COFFEE Special Blend—72 cups to the lb., 30c. Delicious flavor; 5 lbs. delivered free; satisfaction assured or money refunded. Alice Foote MacDougall, 138 Front St., N.Y.C.

PENJERRICK Ranch Oranges. Two doz. perfect Valencias personally selected and packed in an attractive box, delivered during Sept. & Oct. Express p'pd for $2. Penjerrick Ranch, Covina, California.

RARE and DELICIOUS fruit marmalades & conserves. Three 6-oz. Jars, ass'ted varieties, $1. Sun-dried cherries, 50c jar. Martha Campbell, 19 W. Western Ave., Muskegon, Mich.

Delicacies—Cont.

MOST FAVORED for mailing seem the Ginger Gems (40c a doz.), the wholesome Nut Brown Bread (15c & 30c) and the Dollar Layer Cakes. The Rose Garden, 36 W. 59th St., N. Y.

GREEN LEAF LUNCHEON SWEETS. Assorted boxes of individual marmalades, jams, etc. Send for circular to Frances Dorrance, Dorrance Farm, Dorranceton, Kingston, Pa.

CARDANI'S ICE CREAMS, Fancy Ices, Dainty Salads and Entrees can be ordered at all Cushman stores or at Main office. Sixth Ave., at 53rd St., Tel. Circle 205, 1571, 1572.

Diamonds

HIGHEST PRICES paid in immediate cash remittances for diamonds, pearls and all valuable pieces of jewelry. Walter & Co., 182 B'way, New York. Est. 1891.

Educational

"COSTUME DESIGN" by correspondence course. "Parisian Method." Design for the trade. Dress and Hat ideas sold. Brown's Studio, 1290 Sutter St., San Francisco, Cal.

HUNDREDS OF LADIES in New York drive their own automobiles. They were taught how, at The Stewart Auto School, 255 W. 57th St., N. Y. C. Full course $55. Booklet.

THE ALBERTI SCHOOL of expression, Carnegie Hall, N. Y. City. All branches under Specialists, who will prepare you for the Stage, or for Teaching. Personal Culture. Circular.

Embroidery

EMMA LOUISE ART SHOP
Write for new 1915 catalogue free,
of art needlework and novelties.
Emma Louise Art Shop, Belmar, N. J., Dept. D.

WINGENDORFF EMBROIDERIES
Special attention given to Trousseaux. Monograms in drawn work a Specialty.
718 Amsterdam Ave., 731 Lexington Ave., N.Y.

CROSS-STITCH EMBROIDERY; Unusual stamped & commenced pieces on approval. Bedspreads stamped. Beads & embroidery materials. No catalogue. Hurm, 277 Fifth Ave., N.Y.

FILIPINO, MADEIRA, PORTO RICO—Hand embroideries 50% less than others. Robes, waists, lingerie, infants' wear on appr. Retail & w'sale. Far Eastern Shops, 2231 B'way, N.Y.C.

FINE OLD CROSS-STITCH PATTERNS Taken from samplers. Also other sets, new patterns. Send for circular. Minnie Morgan Williams, 238 Longmeadow St., Springfield, Mass.

"ARACNE" Studio of Italian Needlework. Novel and orig. gifts in light & heavy Italian linens with Etruscan Embroidery, also Italian Laces. Embr'd towels. Catalog. 392-5th Av. N.Y.

Employment Agencies

MISS BRINKLEY, 507-5th Ave., New York, near 42d. Tel. 2414 Murray Hill. Supplies governesses, housekeepers, household servants; personally investigating references.

MISS SHEA'S Employment Agency, 30 E. 42d St. The 42d St. Building. Supplies first-class servants, male and female, in all capacities for city & country. References carefully investigated.

MRS. TABER
Agency for Efficient Servants.
Tel. 4961 Plaza.
773 Lexington Ave., N. Y.

THE REFERENCE for Every Employee is personally investigated. Housekeepers—stewardesses—dietitians—governesses—nurses—household servants. Mrs. Taber, 773 Lex. Ave., N. Y.

MISS G. H. WHITE, agency, 7 W. 45th St., New York. Phone 7789 Bryant. Visiting housekeeper, secretary. Houses opened. First-class help of all kinds. Hours, 10-4. Sat., 10-12.

THE SOCIAL SECRETARIES INC.
Servants of all kinds & nationalities.
Tel. 7947 Plaza.
5 West 58th St., N. Y.

MISS HEDLUND, Tel. 8345 Plaza. Select Employment Agency of all Nationalities. 15 W. 58th St., New York. Near 5th Ave. Personal Interest Assured.

MRS. EMILY E. MASON
of London and New York.
For efficient servants, call, write or phone. 131 W. 42d St., N. Y. Tel. Bryant 5633.

Entertainment

MABEL POILLON—Orig. Entertainments. Pageants directed. Children's parties. Plays rehearsed. Costumes provided. Water Witch Club, Highlands, N. J. Tel. Highlands 1270.

A NEW FACTOR of convenience in planning individual social activities is the Scripps-Booth roadster for three, described on page 24. Isotta Fraschini Motors Co., 2 West 57th St.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Entertainment—Cont.

"A BOOGY BOX" for your Halloween Party is a necessary luxury. Contains ½ doz. each of caps, ice cups, place cards, complete $3.00. Elsie Wagner, 1704 N. 8th St., Phila., Pa.

EVERYTHING FOR PARTIES—Invitations, decorations, souvenirs, prizes, games, etc. Gift boxes & baskets. Home-made milk chocolate, $1 a lb. Mrs. Alice, 566 West 161st St., N. Y.

CARDANI'S CATERING for all occasions is distinctive. Estimates for weddings, receptions & bridge parties furnished on request. Cardani, 6 Ave. at 53 St., N.Y. Tel. Circle 205, 1571, 1572.

Fall Openings

TAFEL, 44th ST., opp Astor Hotel, N. Y. You are cordially invited to Inspect our display of the most authentic models in Gowns, Suits and Wraps.

FAYE HALL—315 FIFTH AVE., N. Y. Announces her display of hats from Paris; also original designs. Exclusive trade built on recommendation of my customers.

EDITH AMBROISE, 353-5th Ave., N. Y. "Billings Court"—opposite Waldorf—Exclusive Hats for Gentlewomen. Also attractive models for debutantes. Entrance on 34th Street.

HILDA HAT COMPANY Copies of best of new models; also our own clever creations. Extremely good styles at wonderfully low prices.

PRICES $2.95 to $10.00 All work of highest class. Hilda Hat Co., Schrafft Bldg., 11 West 34th St. N. Y. Take elevator to 4th floor.

Fancy Dress and Costumes

MAURICE HERRMANN, costumer to the most celebrated artists. Exclu. costumes for hire, sale, or to order. Accurate historical costumes a specialty. 166 W. 48th St., N. Y. Bry't 1250.

PAUL ARLINGTON, INC. Costumers to the Smart Set. Exclusive designs to order. For Sale or Rent. 109 W. 48th St., N. Y. Tel. Bryant 2548.

FRANCESCA TEXTOR—COSTUMER Fancy costumes to order for all occasions. Amateur plays artistically costumed. Costumes for sale or to rent. 164 W. 48 St., N.Y.

Florists

BEST QUALITY CUT FLOWERS or Plants—Art Combinations. Shipped everywhere. Excellent service to Vogue patrons in past years recommends Max Schling, 22 W. 59th St., N.Y.

ANYONE CAN SELL FLOWERS! But we properly arrange them. Let us show you! G. E. M. Stumpp, 761 Fifth Ave., N. Y. City.

FRIEDMAN FLOWERS, 522 S. Michigan Blvd., Chicago. Estab. 1893. Choicest cut flowers, Baskets and Novelties. Correspondence solicited for table and wedding decorations.

Fresh Eggs

FRESH EGGS, guaranteed not over three days old, delivered at very moderate prices. Orders accepted, large or small. Springside Farms, 639 Madison Ave., N. Y., Plaza 5940.

Flesh Reductions

1. FOR OBESITY & RHEUMATISM. Our special preparation used in bath. Results wonderful and effective. Physicians prescribe it. $3-$5. Address E. Bishop, 133 E. 56th St., N.Y.

2. USED EXTENSIVELY in social & professional circles. An invigorating & healthful adjunct to the bath. $3-$5 postpaid. Address E. Bishop, 133 East 56th St., N. Y.

FACE & FIGURE CULTURE CO. Objectionable hair treated and flesh reduced. Write for booklet, "A Few Facts about the Face and Figure," or Call at 45 W. 34th St., N. Y. City.

BLANCHE ARRAL, Famous Grand Opera Star, tells how she reduced her flesh without drugs, dieting or strenuous exercise. Blanche Arral, Suite 410, 500 5th Ave., N. Y.

REDUCING MADE EASY and safe by a new and ingenious machine which rolls fat off any part of the body without labor or diet. Inspection invited. 56 W. 45th St., 4th floor.

WE SCIENTIFICALLY REDUCE YOU. Reduction assured by applied exercise in conjunction with dry, hot air baking oven. Booklet. Berkeley Lyceum Gym., 21 W. 44th St., N. Y.

STOUTNESS & RHEUMATISM removed by healthful scientific method. Thermo-electric medium. Swedish massage. No dieting. Miss Frye, 233 W. 107 St., N. Y. Tel. 6556 River.

SATISFACTORY VISITS BY MAIL You can purchase anything advertised in these pages by letter if a visit is not convenient.

For Children

DANCING FOR CHILDREN Classes and Private Lessons. Rosetta O'Neill, Carnegie Hall and 2 Prospect St., New Rochelle, N. Y. Tel. 197 New Rochelle.

E.A.BURTT, YALE A.B., runs a small outdoor club in the afternoons during the school year for American boys of 7 to 11 yrs. Number limited; club forming now. Address 338 W. 56th St., N.Y.

FOR THE KIDDIES' BIRTHDAY party, make the centerpiece a "Kewpie Fern." $5.00 and $10.00. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

HAVE YOU SEEN "KUDDLES"? Ask for "Kuddles" the Bedtime Dolly for baby. A Good Luck Mascot for the college girl. At gift shops, 65c, or write Jane Grey, 2 E. 23d St., N.Y.

French Shops

DESTI
Perfumes
Eau de Cologne
At all department stores.

DESTI
Cigarette Ambree
of dainty size.
Box of 50—$1.25.

DESTI
Creams — See our
Powders — Display ad.
Rouges — Page 107.

DESTI
4 Rue de la Paix—Paris
Rue de Casino—Deauville
23 E. 9th St., N. Y.

Furnishing Decorators

MISS M. A. LEWIS, Expert Decorator and furnisher of houses, club rooms, theatres, etc. Fabrics and furniture of unusual distinction. 10 East 46th St., N. Y.

IRWIN POST Fine Furniture. Interior Decorations. Upholstery & Wall Hangings. 12 West 47th Street, N. Y. Tel. Bryant 2561.

Furniture

LEAVENS' FURNITURE. Simple, straight line—unfinished, stained, enameled, ornamented. Illus. Free. Confer with decorators, or Wm. Leavens & Co., Mfrs.—Finishers, Boston.

THE MARTHA WASHINGTON sewing table, reproduction of an antique, solid mahogany Adams inlaid. Five large receptacles. Booklet. Price $21.50. F.F.Ahern & Son, 141 E.41St., N.Y.

LORD & TAYLOR NEW YORK Faithful reproductions of Period Furniture. Complete department displaying all that is good in furniture. Fifth Avenue, 38th & 39th Streets.

JAYNE'S HAND-PAINTED FURNITURE—Sanitary Bed, enameled and decorated on metal $15.00; Chairs suitable porch, kitchen, bedroom, $5.00. Illustrations. 2146 B'way, N. Y.

Furs

FUR REMODELING. Specialty of Renovating Old Fur Garments. Prices as low as consistent with good workmanship. A. H. Green & Son, 25 West 23rd St., N. Y. Phone 1162 Grmcy.

FUR REMODELING & REPAIRING; Guar. Special: Hudson Seal Coats to order $75. Chas. Horwitz (Furrier since 1892) 41 East 8th St., N. Y. Tel. 137 Stuyvesant.

AT FUR-MAN'S SHOP, You can depend on satisfaction at a moderate charge, whether it's a piece of Fur trimming, or the most expensive Fur garment, Ph. River 7384, 2627 B'way, N.Y.

CHARVET Furrier to the most exclusive trade. High grade furs at reasonable prices. Imported models. 50 West 46th street. Tel. Bryant 1253.

TZSCHEUTSCHLER—46 W. 46th St. Est. 1893. Absolutely reliable furs, newest modes. Ready made and to order. We take entire charge of your furs; repairing, remodelling, cold storage.

FURS—remodeled and repaired by expert mfg. furriers. Very latest models. Prices reasonable. Work & fit guaranteed. Beaber & Cohen, 33-39 W. 34th St., N. Y. Opp. Collins Bldg. Est. 1900.

SIEDE'S FURS, as an investment. Prices never so low; latest 1916 models in Coats, Muffs & Neck Pieces. Repairing & remodeling guar. Est. 64 yrs. Tel. Bry. 1166. 43 W. 46th St., N.Y.

Gowns Bought

MME. NAFTAL pays highest cash value for fine misfit or slightly used evening, street and dinner costumes, furs, diamonds, silverware, jewelry. 69 W. 45th St., New York. Bry. 670.

WE PAY Cash for Ladies' and Gentlemen's slightly used clothing and furs. The oldest, most reliable and pay best. Write, phone or send to Mme. Furman, Tel. 376 Bryant, 103 W. 47 St.

Gowns Bought—Cont.

WE BUY for cash—remove at once—ladies', men's & children's clothing, diamonds, etc. Mme. Aarons, 744-6th Ave., N.Y. Tel. 4765 Bryant. Out of town customers use parcel post.

Gowns and Waists
Made to Order

LEMAITRE & MACK Importers Trousseaux, Gowns and Fancy Tailoring. 630 Fifth Avenue, New York. Tel. 7120 Plaza.

ARTISTIC DRESSES Made from your own material. Unusual Remodeling. Reasonable prices. Homer, 11½ W. 37th St., N.Y. Tel. 5265 Greeley

REBUILDING OF GOWNS — All your last season's frocks can be successfully rebuilt after the fashions shown in this issue of Vogue. Homer, 11½ W. 37th St., N. Y.

YOUR OWN MATERIAL USED. Mrs. Gordon specializes in reasonable gowns from your material. Excellent fit. Latest Parisian models copied. Remodeling. 53 W. 37th St., N. Y.

VICTORINE—REBUILDER OF GOWNS—Old gowns of every kind remodeled equal to new. Evening gowns a specialty. 160 West 84th Street, New York.

THE MISSES CURRAN will make your street and evening gowns and waists for all occasions, and also do remodeling at reasonable prices. 134 Lex'ton Av. (29th St.), N.Y. Mad. Sq. 8188.

GOWNS REMODELED—MME. ROSE Mme. Rose, one of the foremost designers of Gowns, gives this branch of the business her personal attention. Why not

UTILIZE your old Gowns and have Mme. Rose rebuild them into stunning creations? Bring or send your material to us to be made up. We do such an enormous business

BECAUSE our Customers keep on recommending us. Prices very reasonable. Mme. Rose, Telephone 4073 Greeley, 49 West 37th St., N.Y.

MME. BROWN, 677 Lexington Av., N.Y., cor. 56th St. I make and remodel gowns to your individual taste at most reas. prices. Work guaranteed. Satisfaction assured. Tel. 4928 Plaza.

OUR CUSTOMERS RECOMMEND US Attractive Fall & Winter styles at reasonable prices. We know that we can please you. Mme. Emelie, 184 W. 80th St., N.Y. Tel. Sch. 9031

SCHOTZ & CO.—Gowns of smart design. Newest models. Individuality & becomingness assured. Special facilities for hurried requirements. Corresp. invited. 471-5th Ave., N. Y.

NEW FALL MODELS—gowns, blouses—millinery—children's wear—ready to wear and made to order—own material if desired. Grannatt Co., 2343 B'way (at 85th Street), N.Y.

KATHARIN CASEY Gowns for All Occasions. Fancy Tailoring. Remodeling also done. 36 E. 35th St. N. Y. Tel. 1033 Murray Hill.

I. JACOBS & CO. Importers, Dressmakers and Ladies' Tailors, are now located at 49 W. 46th Street. Formerly 7 W. 31st Street, N. Y.

MME. PITOT EXCELS in Remodeling Old gowns into newest Parisian styles. Also gowns to order. Customer's own material used. Moderate prices, 42 W. 47 St., N. Y., Tel. Bry. 5538.

TAFEL, 44TH ST., opp. Astor Hotel, N. Y. Gowns that are "different," made on short notice for all occasions. Our designers will co-operate with you. Prices moderate.

WONDERFUL RESULTS in remodeling. Smart styles—moderate prices—hemstitching. Mrs. B. G. Levy, 226 W. 50th St., N. Y. Tel. Circle 1384. Gowns to order.

THE MENDING SHOP—Now is the time to have your gowns and suits remodeled (I remake a gown completely) into this season's best style. Shop waists and gowns refitted

THE MENDING SHOP—Suits cleaned and pressed. Dept. for mending, reweaving and darning. H. Redding Coughlin, 17 E. 48th St., N. Y. Tel. Murray Hill 5062.

"WHAT EVERYWOMAN WANTS." Frocks, suits, original designs, striking creations, perf. fit & tailoring guar. Expert remodeling. Satis. assured. Mme. Von Kull, 13 W. 35th St., N. Y.

VOGUE MODELS lose neither style nor distinction if made by us. Also individual designs. (See display ad. on p. 121.) Mrs. Copeland, Cambridge Bldg., 334 5th Ave., N. Y.

MYRA HILLARY GOWNS REBUILT Prices from $18 up. Wedding Trousseaux a specialty. 1672 B'way, at 52d St., Tel. Circle 1837.

CREATORS OF FASHION. The distinguished note in dress. Exclusive models. Special rates to theatrical people. Mme. Hammer, 129 W. 45th Street, Tel. Bryant 2471.

LADIES' SMOCKED MIDDIES—Cotton or Silk crepes. Any color. Special at $7.50 up. Sketches & samples on request. The Clover Shop, 290 Westminster St., Providence, R. I.

HANNAH GILKES, 60 W. 10th St., N. Y. Gowns—specializes in out-of-town work. Fitted linings required. Your own materials used. Remodeling Estimates cheerfully submitted.

Gowns and Waists—Cont.
Made to Order

SMART GOWNS FOR ALL OCCASIONS. Made from original sketches, short notice. Reasonable. Zalud, 602 West 137th St., N. Y. C., near Subway.

MARGUERITE KELLEN, 53 W. 72nd St., N. Y. Smart gowns and coats for all occasions, evening frocks a specialty, out-of-town orders without fittings, prices reasonable. Tel. Col. 955.

Gowns and Waists
Ready to Wear

MAXON—MODEL GOWNS (Estab. 1899). If you can wear model sizes you can buy your gowns and suits at one-half their real value. Chic and Frenchy. 1552 B'way, N.Y., at 46th St.

PRICES NEW TO 5TH AVE. Advance fall gowns for afternoon & evening. Copies of French models from $18.50 to $35.00; all sizes. Catalog. Arthur Lindau, 500-5th Ave., N. Y.

THE $18.50 GOWN: Serge models for street; silk and novelty materials for afternoon and evening. Blouses $4.75 up. Remodeling. Brown-Allison & McCullough, 76 W. 48 St., Tel. Bry. 753.

WHITE—46 West 46th Street. Serge and Taffeta Gowns from $25.00. Authoritative styles, moderately priced. Await your approval. Tel. 2346 Bryant.

Greeting and Place Cards

CHRISTMAS, NEW YEAR and Birthday cards and folders for hand coloring. Send for Illustrated Catalogue Free. Little Art Shop, 1421 F St. N. W., Wash., D. C.

THE HOME SHOP. A patented equipment. Purchase select Cards and Gifts in your own home. Information on application. Solatia M. Taylor, 56 Bromfield St., Boston, Mass.

FAVORITE AMATEUR PHOTOGRAPHS, hand-colored, enlarged, framed. Place cards. Luncheons, dinners arranged. Corres. solicited. Talwon is my name. Box 594, Tarrytown, N. Y.

Gymnasiums

YOU MAY PLAN TO EXERCISE Regularly—Recreation Center, Y. W. C. A., 21 W. 44 St. Day & Evening Gym Classes, Swimming. Fall term Oct. 4. Tel. Bryant 7353.

MEDICAL GYMNASTICS and massage at ladies' residences by Swedish graduate masseuse Miss Larson, Tel. 3480 Riverside.

CORRECTIVE and General Gymnastics Studio or home Louise Arthur, 150 E. 35th St., N. Y. Telephone—Murray Hill 3493.

Hair Goods & Hair Dressing

MRS. P. MORGAN. Fine human hair goods. Invisible transformations, switches, etc. Hairdressing. Marcel waving, face and scalp massage. 846½ 6th Ave., near 48th St., N.Y. Bryant 2671.

HARMLESS TONIC for Restoring Color to gray hair. Not instantaneous, but gradually gives the gray hair its natural color. $1 per bot. Mrs. Mac Hale, 420 Boylston St., Boston, Mass.

EYE-LASH & EYE-BROW GROWER Absolutely grows hair and harmless to the eye. Results assured. Price, $1.00. Mrs. Mac Hale, 420 Boylston St., Boston, Mass.

ENGLISH HENNA SHAMPOO Powders tone the scalp, giving faded or greying hair a marvelous gloss and bright tint, $1. Directions sent. Henna Specialties Co., 509-5th Ave., N.Y.

DON'T LET GREY HAIR banish you t. 'm society & business. I'll tell you how to restore youthful, natural color. Call or write. L. Pierre Valligny, 14 E. 44th St., New York.

ADA DANBY, 379 FIFTH AVE. Hairdressing Manicuring We make a specialty of drying hair by hand.

LEHNERT & HUTLI, formerly "Lehnert & Alexander," announce their removal to their New Quarters at 13 E. 49th St., N. Y. C. Phone Plaza 4658.

EVERY CONVENIENCE FOR COMFORT is here provided for their select clientele. Lehnert & Hutli 13 E. 49th St., N. Y. C. Phone Plaza 4658.

GRAY HAIR BANISHED—Henna D'Oreal, a new French discovery, will restore faded or bleached hair to its original natural shade. Price pp. $1.10. B. Paul, 38 W. 38th St., N. Y.

GOLDEN HAIR WASH & Lemon Shampoo gives original fairness to drab, blonde, brunette hair when darkened. Four months' supply of both $2. Hygienic Laboratory, 240 W. 116th St., N.Y.

HUMAN HAIR SWITCH, $1. Match your hair perfectly. Money back if not satisfactory. No. 506 Triple Switch, 2 ounces, 22 inches. Sample. Frances Roberts Co., 100-5th Av., N. Y.

HAIR GOODS—The new Fall hats mean new styles in hair-dressing. We are showing the new modes in switches, transformations, etc. Duitz & Costello, 16 W. 47th St., N. Y.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Hair & Scalp Treatment

SCALP SPECIALIST—Miss Taylor's treatment consists of massaging scalp, neck and spine; simple, nourishing hair tonics. 331 Mad. Ave., N.Y. Tel.7393 M.Hill (also Greenwich, Conn.)

PARKER'S method of Hair treatment cleanses scalp of imperfections, promotes healthy hair; personal consultation. Write for book "V""Healthy Hair," 51 W. 37th St., N. Y. Tel. 202 Greeley.

KOROZONE METHOD—Scientific treatment of the scalp and hair; quickly corrects scalp disorders. With shampoo or dry cleansing, $1. Kora M. Lublin, D.P.S., 2248 B'way, N. Y.

POMADE HAIR GROWER will fill in the bald spots on your tempies and thicken poor, weak hair; $1.00 per jar. Trial size 25c. Henna Specialties Co., 509 Fifth Ave., N. Y.

DON'T have your hair dyed or treated before you read "Hair and Its Care" booklet free. Deodoker the only odorless kerosene, $.75 & $1. Spiro, 26 W. 38th St., N.Y. Est. 40 years.

NATURA METHOD of treating the hair and scalp insures a healthy condition. Individual shampoos and tonics are applied, giving most satisfactory results. 461-5th Ave., N. Y.

OBJECTIONABLE HAIR Exceptionally Treated. Endorsed by the medical profession. Rebecca Miller, 461-5th Avenue, N. Y. Telephone Murray Hill 6122.

BEAUTY OF FACE AND HAIR preserved by the use of Monona Creams & Hair Tonic. "The Best Ever." Write me for sample and details. Ella White Courtney, Madison, Wis.

Health Resorts

CONDITIONING HOUSE for women, scientific treatment for obesity and nervous diseases. Exclusive patronage. Write for particulars. The White House, Brown's Mills-in-the-Pines, N. J.

Jewelry & Silverware

DIAMONDS, OLD GOLD AND SILVER Wornout gold, platinum, silver bought. Also diamonds, pearls. Difficult antiques, bags, jewelry repaired. Calmann, appraiser, 27 W.37 St.,N.Y.

JOHN DALY pays cash for Platinum, Gold, Silver, Pearls, Diamonds, Antiques; entire contents of houses. Appointments made. 654-6th Ave. cor. 38th Street, New York.

WE PURCHASE fine jewelry, etc., at full value, even tho already pledged. Service is discriminating & intelligent. Call or write. L. Bergman, Times Bldg., N. Y. Bryant 2973.

27 YEARS EXPERIENCE will guar. our reliability. We pay highest cash value for diamonds, jewelry, silverware. Call, write or telephone. M. Naftal, 69 W. 45 St., N. Y. Tel. Bry. 670.

HIGHEST PRICES PAID in immediate cash remittances for diamonds, pearls and all valuable pieces of jewelry. Walter & Co., 182 B'way, New York. Est. 1891.

IS IT NOT A FACT? That you are unnecessarily burdened, looking after your old Jewelry & Silver that has been discarded and of no longer use to you??? (next card)

WE SPECIALIZE IN PURCHASING Family Jewels, such as Diamonds, Pearls, Sapphires, Rubies, etc., also old & modern gold & platinum, jewelry&silverware. You will find that (next card)

WE PAY HIGHEST CASH PRICES—Because we purchase not for the assayer, but for reconstruction. Send us your valuables for an offer. We insure vs. loss in transit & in our hands.

S. WYLER, 6 E. 46th St., N.Y.C. References: (1) Harriman National Bank (2) Corn Exchange Bank, Tel. Murray Hill 6175.—P. S.—Correspondence treated in absolute confidence.

THE BLUE BOOK OF JEWELRY. Shows thousands of splendid gifts for all occasions—at wholesale prices. Call, write, or 'phone. Chas. L. Trout Co., 170 Broadway, N. Y.

Lace Novelties

ORIGINAL REAL LACE MOSAIC. Table set, bedspreads, shades, etc., modeled from your antique laces, old gowns & lingerie. Laces cleaned & mended. Zallio, 561-5th Ave., N. Y. C.

Ladies' Tailors

TAILORED GOWNS REMODELED to prevailing styles. 19 years' experience. Tailored suits from $65 up. J. H. Comstock, 286 Fifth Ave. (30th St.), N. Y. Tel. 158 Madison Sq.

SCHOTZ & CO., INC. Tailored Suits—Afternoon and evening Gowns—Rich Furs. Special facilities for out-of-town orders. 471 Fifth Ave., N. Y.

SCHWARTZ & PORTEGAL French Tailored Gowns. Exclusive designs and faultless workmanship. 56 West 46th Street, New York.

ANTHONY, 16 West 46th St., N. Y. Tailors to Fashionable Women. Styles Exclusive. Materials the Finest.

Ladies' Tailors—Cont.

TUZZOLI—TAILOR. Vogue suggestions skilfully carried out. New Fall models. The most fashionable tailored gowns, habits and furs. Call or write. 15 W. 45 St., N. Y. Tel. Bry. 1630.

WILL MAKE A TAILORED SUIT FOR $50 which can not be duplicated under $75. Special facilities for out of town orders. V. Grand, 102 W. 85th St., Tel. Schuyler 4942.

Leather Goods

MOUNTAIN COMMUNITY, Inc. Leather Shops. We make a large line of Tooled Leather, Hand Painted Leather Screens up to $500 each. Leather Walls. 176 Madison Ave., N. Y.

MOUNTAIN COMMUNITY, Inc. Leather Lamp Shades made scientifically by leather workers. Great line of Leather Boxes, Jewel Caskets, Book Ends, Humidors, Game Sets, Novelties.

From Chicago to . . Everywhere

WHO may chart the geography of advertising? Who may define the boundaries of business?

"Vogue seems just around the corner from all the world," writes Mr. Mack, of The Linen Store, in the beautiful University Building, Chicago.

> *"Last May we started to run our little card in the Shoppers' and Buyers' Guide. The results are a continuous source of wonderment. We have placed our catalogue in the best homes all over the country.*
>
> *"Further, we have received orders from almost all parts of the world,—from Greece, from the Philippines, and even one from a United States Revenue officer on board his ship in Alaska!*
>
> *"As a result we decided to feature a special offer, our $30 table sets in the display columns of Vogue in addition to our card in the Shoppers' and Buyers' Guide.*
>
> *"We certainly shall continue to use Vogue,—it has proven its worth a thousand-fold."*

Thus Vogue continues to pay its advertisers and to please its readers. Merchants look to VOGUE when they want to *sell;* women look to VOGUE when they want to *buy.* It works both ways to the pleasure and profit of *all.*

Go through these columns searchingly, scrutinizingly,—as one with a wish to fill a "long felt want." You will find more than four hundred interesting offerings from the most select shops,—a rare choice of the things most *worth while.*

SHOPPERS' & BUYERS' GUIDE SERVICE
VOGUE 443 FOURTH AVENUE NEW YORK

Ladies' Tailors—Cont.

CONSTANT QUELLER—17 E. 48th St. All the snap and smartness of the big French Maisons plus a perfect fit. Reasonable prices. Call, write, or phone.

HURWITZ & POSTEN, 14 E. 46th St., N. Y. (Formerly with Stein & Blaine.) Creators of ladies' suits and wraps. Only finest fabrics used. Suits from $65.00 up. Opposite The Ritz.

PERSONALLY INVESTIGATED Not every shop, by any means, can buy space in this Guide. It is first personally investigated by Vogue.

Linens

OLIVIA CROSS-STITCHED & Block-printed Linens. Exquisite materials & work. Quaint & Artistic designs. Approval shipments. List Olivia 2375 A. Fairfield Ave., Bridgeport, Conn.

MOSSE HOUSEHOLD LINENS, artistic designs, superior qualities. Individual monograms. Specializing Bridal Outfits. Approval shipments & estimates. Gebrüder Mosse, 19 W. 45th St., N.Y.

ANNETTA VILLARI CO., 19 E. 48th Street, N. Y. Porto Rico hand-drawn linens, very exclusive and moderately priced. Approval shipments. Gift shops. Write for consignment prop.

Linens—Cont.

MAISON SPECIALE de Linge Trousseaux. Linens our Specialty. Estimate submitted. See our special handkerchief offer. Send for catalog. Linen Store, 34 S. Michigan Ave., Chicago, Ill.

ROYAL IRISH LINEN damask towels and table sets. Exclusive patterns. Will call at your residence and show samples upon request. Shaun Gilmartin, 54 E. 129th Street, New York.

Lingerie

SILK UNDERWEAR and **Negligees** to individual order. Exclusive styles, refined taste. Hand embr'd in artistically shaded colors. Mme. Paula, 622 W. 137 St., N.Y. Tel. Audubon 8692.

LINGERIE DE MERLE and Accessories for the woman who desires that perfection in lingerie consistent with the refined and finished toilet. 740 S. Michigan Blvd., Chicago.

Luncheon Centerpieces

MARBLE BOWLS filled with our flowers make exquisite centerpieces. Prices, $5—$6.50—$8—$10. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

KEWPIE FERNS FOR CHILDREN'S parties. Ideal centerpieces! $5.00 & $10.00 G. E. M. Stumpp, 761 Fifth Ave., N. Y. City. Tel. Plaza 8190.

Maids' Uniforms

DIX-MAKE UNIFORMS for Nurses and Maids, and Morning Dresses, are quality garments. Sold everywhere. Catalogue free. H. A. Dix & Sons Co., Dept. T. Dix Bldg., N.Y.

"MODERN MAKE" Maids' & Nurses' Uniforms, House Dresses & Middy Blouses. Appeal to the discriminating. Sold everywhere. Jacobs Bros. & Levene, 1182 B'way, N. Y.

Milliners

LOUISE SHEPPARD, 14 W. 47th Street. Exclusive Shop for High Class Millinery. Correct Mourning Wear to suit the individual. Tel. Bry. 7717.

TAFEL, 44th ST., opp. Astor Hotel, N. Y. You are cordially invited to Inspect our display of the most authentic models in Gowns, Suits and Wraps.

GERHARDT & CO., 12 East 46th Street, opposite the Ritz Carlton New Shop for Smart Hats, Imported Models and Original Designs

NEWHOF, 19 E. 48, New York. In new luxurious quarters is showing original models and reproduction of Paris Hats at moderate prices.

ONE FEELS LIKE A GUEST while buying a Hat of Newhof, 19 E. 48, New York, because of the exclusive air of the shop which appeals to all that is feminine.

Millinery

LADIES' Winter Hats REMODELED into latest styles or copied from "Vogue"; cleaned or colored. Hats trimmed. Ostrich repaired. Flowers. Price list. Neuman, 24 E. 4th St., N.Y.

WRIGHT HAT SHOP—CHICAGO—Offers stylish and exclusive models for all seasons wear. Moderate prices. Esther E. Wright, 116 S. Mich. Ave., Lakeview Bldg., Suite 201.

Miscellaneous

PATTERNS CUT TO MEASURE from illustrations, description or model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Weisz, 41 West 35th St., New York.

YOUR FUTURE FORETOLD and Past Read according to the ancient Kabala. Send your maiden name, date of birth and $2. Anne Brown, Box 3215, Station F, Washington, D. C.

Monograms

WINGENDORFF. Artistic designs for monograms in drawn work, cross-stitch, eyelet, & cut work. 718 Amsterdam Ave., 731 Lexington Ave., New York.

JANON CO.—MONOGRAMS. Fine hand-embroidered monograms & initials on linens, hdkfs., lingerie, etc., 5c and up each. Small or large orders. Delivery in 1 to 3 days. 34 W. 39 St.

Oriental Novelties

BOUDOIR ROBES and kimonos with all the elusive charm of the Orient. I import direct and save you 50%. Write for illustrations. Elizabeth Allen, 341 Fifth Avenue, New York.

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

New York Hotels

HOTEL MARTHA WASHINGTON, 29 East 29th St. For women. Rooms $1.50 a day upwards. Meals a la carte; also table d'hote. Luncheon 40c. Dinner 50c. Booklet free.

HOTEL MAJESTIC—Fronting Central Park at West 72nd St. Accessible to all lines of traffic, but away from the noise of the all-night district. Gardens-on-the-Roof. Rooms, $2 per day up.

THE ANDERSON, 102 W. 80th St. One square to Central Park. Cozy and homelike. Single room with bath, including 2 meals, $2.75, or $4 for two per day. The Misses Anderson, Props.

HOTEL ALGONQUIN, 59-65 W. 44th St. The Club Block of New York. Every room with bath. Rates from two dollars. Frank Case.

Pets

THOROUGHBRED Toy POMERANIANS: reasonable. Strong, healthy, from imported prize-winning stock. Most fashionable breed. Order now. Miss Snodgrass, Parkersburg, W. Va.

Pharmacists

SEND YOUR PRESCRIPTIONS to Costelo, Pharmacist, where they will be accurately & promptly filled. (See next card)

SEND US YOUR ORDERS FOR Drugs & Toilet Preparations David Costelo 52nd St. & 6th Ave., N.Y. Tel. Plaza 3657 & 3658

Photography

E. STARR SANFORD Intimate, Personal Portraits by Photography. Bring the children. 425-5th Ave. (opp. Lord & Taylor), New York.

PHOTOGRAPHS charmingly colored. Children a specialty. For particulars address—Secretary—38 East 49th Street, New York City.

Portraits

PORTRAITS in Oil, Pastel or Crayon; Miniatures on Ivory, from life or after Photographs. Photographs taken at your home. 53 W. 37th St., N. Y. The Merkel Studio, 1745 Greeley.

Professional Services

INCREASE YOUR INCOME. We want live wires to represent The Theatre Magazine and secure subscriptions. (See next card.)

A RARE OPPORTUNITY to earn money—write for terms and particulars. Agency Dept. No money. Theatre Magazine, 10 West 38th Street, New York City.

Rooms & Apartments

THE ADRIENNE, 319 W. 57th St., N. Y. Up-to-date pension, private baths, good table. Near Central Park. Special Summer arrangements for Southerners. Apply to Miss Proudfoot.

"EDGEHILL INN" An exclusive home for a few guests. Broad verandas. Beautiful country, located on high ground at

SPUYTEN DUYVIL-ON-HUDSON Accessible to train and subway. Near the country club. Telephone 360 Kingsbridge.

13-15 EAST 54TH ST., N. Y. Boarding-place of exceptional advantages, where home comforts are enjoyed by its guests. The cuisine and location unexcelled. Moderate prices. References.

37 EAST 53D ST., N. Y. Pension, centrally located, comfortable rooms. Parlor floor dining room, separate tables. Permanent arrangements, also tourists. Tel. 3637 Plaza. Mrs. F. V. Hart.

DUNSCOMBE, 47-5th AVE., N. Y. C. Unusual accommodations. Cool suites with bath; parlor, dining room, small tables. Permanent, trans. guests. Tel. Stuyvesant 174.

FURNISHED APARTMENT at 507 Madison Ave., N. Y., to rent for one year, or less, beginning October 1st. Furnished in excellent taste. 3 rooms and bath (see next card).

PREFERS tenant going South through Jan., Feb. & March as owner would like to occupy apartment these months. Special concessions to such a tenant Mrs. M. F. Battershall.

PRIVATE APARTMENT—Ladies only. Locality, service and appointments of the best. Chaperonage for young girls by N. Y. woman of social standing. Highest credentials. Leaflet.

OUT OF TOWN READERS OF VOGUE while shopping in New York should use this Guide as their shopping directory.

Rugs

LORD & TAYLOR, NEW YORK A rare, complete collection of Oriental Rugs, Carpets, Tapestries & Draperies. Fifth Avenue, 38th Street, 39th Street.

Shoes

REMOVE THE DIRT instead of covering it up. Baker's Kanvas-Wite restores white leather or canvas shoes to their original color. Send 10c for trial size to G. Clark, 44 W. 22nd St., N. Y.

Shopping Commissions

MRS. H. GOODALE ABERNETHY Shopping Commissions. No charge. 37 Madison Ave., N. Y., 75 Boundary Road, London, N. W., 12 Rue Rennequin, Paris.

MRS. E. F. BASSETT will shop for or with you, furnish your house; suggest costumes. Goods on approval. No charge. 145 W. 105 St., New York. Tel. 4452 Riverside.

MRS. SARAH BOOTH DARLING Purchasing Agent. Accompanying out-of-town patrons. No charge. References. Chaperoning. Write for circular. 112 W. 11th St., N. Y.

HELEN CURTIS, 96 Fifth Avenue, N. Y. Your friend in New York. General Shopping. No charge. Bank references. Tel. 3286 Chelsea.

MRS. S. D. JOHNSON—Opp. Waldorf-Astoria. Intelligent shopping. No charge. Special references. 347 Fifth Ave., N. Y. Tel. 2070 Murray Hill.

MRS. C. B. WILLIAMS—The N. Y. Shopper will shop with you or send anything on approval. Services free. Send for leaflet of "Bulletin of Bargains." 366 Fifth Avenue, New York.

MRS. ST. JULIEN RAVENEL General Shopping. Specialty of Decorations. Prompt and efficient attention to all orders. References. 2211 Broadway, New York City.

MISS HOLLIDAY WELLS, NEW YORK shopping. Will accompany out-of-town patrons. No charge. Goods sent on approval. References required. 11 E. 41 St., N. Y. Tel. Murray Hill 7051.

CHARLOTTE BURR. Perhaps you would like the assistance of an experienced buyer? My services cost you nothing. Goods on approval. Write for particulars. 116 Nassau St., N.Y.C.

MARJORIE WORTH, form. of 22 E. 34th St., N. Y., now with Wanamaker Shop & Personal Service Bureau. Orders will receive my usual prompt attention. Care John Wanamaker, N.Y.

MRS. EDGENA BROWN TIPS, 503-5th Av., N.Y., shops for or with you without charge. A specialty of purchasing all articles of wearing apparel, etc., featured in Vogue. Mur. Hill 1731.

NEW YORK'S BEST SHOPS are at your command through Mrs. W. H. Turner. Anything purchased, no charge. Specialty of House Decorations, 70 W. 11th St., N.Y. Tel. Chel. 8466.

MRS. CAROLINE PLOWS. Experience has taught me that certain shops excel in certain lines. I will shop for or with you. No charge. Goods sent on approval. 7 W. 92d Street, N. Y.

ELIZABETH C. MALADY—A personal acquaintance with New York's shops enables me to buy with taste & discrimination. Prompt service. Goods on approval. 33 Convent Ave., N.Y.

MRS. ANNA PRAHAR will send anything on approval or accompany you to the New York shops; no charge. Bank references. Write 114 W. 79th St., N. Y. Phone 7140 Schuyler.

BEAUTIFUL THINGS I SEE—Write for this free weekly Fashion letter with list of bargains. Shopping free. Anything on approval. Irene Stephens, 156-5 Av., N.Y. Tel. 4628 Gram.

MRS. HELEN ROBERTS, 156 Fifth Ave., N. Y. Will shop for or with you. Can buy the early Fall styles at very low prices. Many years experience—references. Tel. 1290 Fordham.

BLANCHE BOSTWICK. My expert service saves time, bother, money. No charge. Gifts, apparel, furnishings. 126 E. 27th St., N. Y. Tel. 862 Madison Square.

MRS. S. C. SIBLEY. General New York Shopping for or with patrons. Fifteen years experience. House furnishings a specialty. 26 N. 27th St., B'way, Flushing, N.Y. Tel. 1125 Flushing.

MRS. GEORGETTE DUNBAR EVANS will keep you in touch with N. Y.'s advanced modes. Will shop for or with you, gratis. Chaperoning. References & booklet. 311 W. 95th St., N. Y.

MADAME LEONIE. Wholesale connections enable me to buy at lower prices. Goods sent on approval. Will shop for or with you. Room 511, 366-5th Ave., N. Y. Phone 337 Greeley.

KATE R. PETTIT, formerly of New Orleans, purchases wearing apparel, house furnishings and gifts. Services free. Accompanies patrons. References. 60 W. 94 St., N.Y. Tel. 5254 River.

MRS. CHARLES ELLISON, Chicago and Louisville. I shop for out of town people, design & furnish street, eve. dresses, coat suits, trous. 36 State St., Chicago: Norton Bldg., Louisville, Ky.

IRMA KORY, 366 FIFTH AVE., New York Let me keep you posted on bargains offered in N. Y.'s smartest shops. Services free. Goods on approval. Ref's. Smart gowns a specialty.

Shopping Commissions
(Continued)

I HAVE TAKEN this double space to tell Vogue readers that I specialize in buying articles illustrated in Vogue. Hats, Gowns, Children's Dresses or Toys. House Furnishings, etc.

MY LONG EXPERIENCE in buying from New York shops enables me to give you the best of service. No charge. References. Mrs. Helen A. Pultz, 38 West 59th St., N. Y. C.

BUY AT WHOLESALE PRICES. Being a buyer for several Ladies' Specialty Stores I can conduct you to the exclusive show rooms where

NEW YORK'S FINEST wearing apparel is manufactured, & enable you to purchase gowns, suits, coats & furs at a material saving of 50%. Circular. "Corine," 164-5th Av. Tel Gram. 6762

MISS VIRGINIA KAY, NEW YORK, Shopping. Will do all kinds of shopping for you. Am fully acquainted with all the stores. Services free. References. 221 W. 70th. Tel. 5829 Columbus.

Smocks

THE SMOCKERY. Smocks, hand dyed; also linen, cotton and silk crepes, from $6 to $15. Children's smocks and smocked negligees. Catalogue. 7 Chester Place, Englewood, N. J.

CAROLINE ENGLISH SMOCK FROCKS Hand-made, beautiful work. Models from 2 to 6 years, sent on approval; other sizes to order. Caroline, 628 Fifth Avenue, N. Y.

In addition to **JOFFRETTE'S** unusual Garden Smocks we now have an assortment of her smocked children's frocks, coats and bonnets. The Label Shop, 14 East 37th St., N. Y. C.

Social Etiquette

ETIQUETTE taught by Social Secretary. All questions answered free with 10 lessons for $1. Complete course $10. Best authority. Mlle. Louise, 118 West 57th Street, New York.

Social Secretaries

LET US ADDRESS YOUR ENVELOPES, arrange your wedding receptions & supervise your household accounts. The Social Secretaries, Inc., 5 W. 58th St., N. Y. C. Tel. Plaza 7947

Social Stationery

ENGRAVED STATIONERY at wholesale prices, 50 Sheets & Env's with new Die (14 styles) stamped in color—$1.50. P. C. brings sample. "Estampe Co.," 132 W. 23rd St. N.Y.C.

"SNOW WHITE" WRITING FLUID. Perfumed. Beautiful on black or colored stationery. Flows perfectly from pen. 25c stamps. J. V. Johnston, P.O. Box 578, Rochester, N. Y.

Specialty Shops

1. **SO MANY KNOW GLEBEAS** (See No. 2) better than the Austro-Hungarian Co. We have changed our firm name to Glebeas Importation Co., 4 E. 30th St., N. Y.

2. **GLEBEAS L'INSPIRATION** (Parfum Essence) is a new odor of chic individuality, described by women of fashion as most subtle and charmingly distinctive.

3. **GLEBEAS L'INSPIRATION** (see No. 4) has much permanency and is elusively felt as it hovers lingeringly about you. Glebeas Importation Co., 4 E. 30th St., N.Y.

4. **GLEBEAS L'INSPIRATION** (see No. 5) is most uniquely and daintily boxed, and is characteristically French. Glebeas Importation Co., 4 E. 30th St., N. Y.

5. **GLEBEAS L'INSPIRATION** (sample 15c) LeGrande Bottle (ounce size) $2.50. (It's like your garden adrip with dew.) Glebeas Importation Co., 4 E. 30th St., N. Y.

KITTEN GRAB BAG. Gay cloth kitten stuffed with 20 foreign "grabs." Height 17 in. Price $1.50. Amusing novelties. "Studio Shop," Studios, 20-23, 96 Fifth Ave., N. Y.

THE LIGHTHOUSE WEAVERS make most charming bags for every purpose, baskets, cushions, rugs and hand-woven novelties. The New York Association for the Blind, 111 E. 59th St.

SMOKER STAND with balancing cockatoo attached, heavy brass matchbox holder and glass ashtray. Mahogany finish, $6.00. C. J. Dierckx, Importer, 34 W. 36 St., N. Y.

MRS. HOYT, MERION STA., PA., sells Smocks, Negligees & Lingerie through Woodville & Co., York Harbor & Cape May; Bar Harbor Tea Room & Haverford Shop, Haverford, Pa.

THE TOBEY GIFT SHOP A convenient, helpful place to select distinguished gifts. Wide variety between $1 and $20. Tobey Furniture Co., 33 N. Wabash Av., Chicago.

THERE IS an interesting story about the success of every business advertised on these pages. Prospective advertisers write for information to Shoppers' & Buyers' Guide Service.

Specialty Shops.—Cont.

THE 72nd ST. GIFT SHOP Useful and unique gifts for all seasons. Goods taken on Commission. 134 West 72nd St., New York City.

PARTICULAR WOMEN'S OUTFITTERS. Furs, gowns, blouses, day jewelry and toilet preparations; specially designed and hand made. Minerva Shop, 1522 Garland Bldg., Chicago, Ill.

Special Costumes

SCHNEIDER-ANDERSON CO. 16-18 West 46th Street, New York City. Tel. Bryant 8450.

Summer Attractions

BOWLING, POCKET BILLIARDS, Roller Skating. Best equipped in the city. Refined environment, for Ladies and Gentlemen. Grand Central Palace, Lexington Ave., use 46th St. ent.

MODERN DANCES THOROUGHLY taught 25c half hour lesson, private instructor; 50c half hour lesson, private room, private instructor. Dancing Carnival, Lex'g'n Ave., 46th St. ent.

FREE TAXICAB SERVICE to Dancing Carnival. Phone 8610 Murray Hill. Will send for you between 4th and 80th Streets, free of charge. Open afternoons and evenings.

Tea Rooms

THE TALLY-HO, 20 E. 34 St., opp. Altman's. Luncheon Afternoon Tea Southern Dinner. "Picturesque, novel experience." N. Y. Herald.

THE FERNERY—22 E. 33d St. "The Oldest Tea Room in New York." Club Breakfast. Lunch, Tea, Dinner and a la Carte, 8 to 8. Daily incl. Holidays. Smoking in conservatory.

BRANDIED CHOW-CHOW Fruit Preserve is a delightful dessert. Tea Rooms are requested to write for special proposition. Bertha Tanzer, 20 West 30th St., N. Y.

THE COLONIA TEA ROOM Has a cool quiet atmosphere that appeals to the woman of culture. Colonia Building, 379 Fifth Avenue.

THE ROSE GARDEN IN NEW BLOOM With the new decorations completed, and size increased, its added attractiveness is now ready to be enjoyed. The Rose Garden, 36 W. 59 St. N.Y.

THE CLOVER TEA SHOP provides other good things to take away beside the memory of its cool restfulness. Luncheon is fifty cents. Northwest corner of 59th St. and Madison Ave.

1. **THE MANOR FARM TEA HOUSE** Everything grown on the Farm, and served under the trees by Japanese Servants. Morris Turnpike, Summit, N. J., Tel. Summit 1040.

2. **FAMOUS FOR CHICKEN DINNERS** Ask your friends who have eaten them. An ideal place for Vogue readers. Morris Turnpike, Summit, N. J., Tel. Summit 1040.

Toilet Preparations

PRIMA VERA MASSAGE CREAM eradicates signs of "passing time." Unequaled in restoring delicate contour and natural complexion. Jar, 75c p'pd. Anna J. Ryan, 2896 B'way, N.Y.

BARLATTAR EYEBROW GROWER makes thin, light brows thick, dark & silky. Good for granulated eyelids & falling lashes. Jar $1. B'klet. Miss A. G. Lyford, 128 Tremont St., Boston.

THE GERBAULET PURPLE LINE For Scientific Care of the Skin. A visit or correspondence solicited. Gerbaulet Institute, 500 Fifth Avenue, N. Y.

EIGHT LITTLE WRINKLES; might have been eleven; used Buena Tonic; then there were seven! A Skin Astringent; $1.00. Jean Wallace Butler, "The Loft," Chicago, U. S. A.

MILLER'S ZOBRIGHT (in convenient cake form), lasting waterproof Nail Enamel; imparts a satin finish and brilliant lustre. (At stores.) Theo. Miller Mfg. Co., 23 Elm Street, N. Y.

"CUTICOFF" (trial) Manicure Set. Prof. Theo. Miller's Non-Cutting System, 25c. "Mignon" Pocket set, in handsome case, $1 (post'd). Write for "Treatise on Nails," free.

CLEAN TEETH, healthy gums are assured users of the Rolling Tooth Brush. Every dentist prescribes it. Your druggist; 40c by mail. Booklet. Rolling Company, Box 173, Boston.

KEEP YOUNG—Use the original and exclusive toilet preparations of the Small Sisters. Helpful booklet on request. 379 Fifth Avenue, New York City.

GARDENIA CREAM-GARDENIA BLOOM, give skin white, velvet effect of flower. Sachets de Fora-silken baglets—in facial bath after motoring, etc., beautifying, soothing. And—

COLONIAL DAME FACE POWDER unlike any other, gives impalpable bloom, youthful lustre. Absolutely pure, no chemicals to injure or darken skin. 10 shades and to order. And—

SHOPPERS' AND BUYERS' GUIDE

A classified list of business concerns which we recommend to the patronage of our readers

Toilet Preparations—Cont.

PATE GRISE, for aging hands. "Friend of middle-age." Banishes telltale "crepeness." Each Spec., p'pd $2.00. All $8.00. Booklet. Aurora Specialties Co., Dept. B. Lowell, Mass.

SHINE-FINE FOR FINGER NAILS. Gives a quick, lustrous, lasting polish. Economical and efficient. Send 25c for full-sized package. E. C. Douglass, 1879 Madison St., Brooklyn, N. Y.

LAIRD'S KIM—The Delicate Deodorant. A white, harmless ointment that completely removes the odor of perspiration. For the toilet. 25c by mail. Mrs. Laird, 17 E. 48th St., N. Y.

PUSSY WILLOW PRODUCTS. Bleach cream for tan and freckles these sunny days, on the beaches, $1.00 p'p'd. Adelettta, 2382-7th Ave., N. Y., & 5628 Indiana Ave., Chicago.

TURKISH ROSE CLOTH; a harmless natural rouge for the complexion. Compact and lasting. Conveniently boxed for handbag or purse. Price 15c. Post-office box 1017, Washington, D. C.

WRINKLE REMOVER: immediate action, invisible, harmless, a wonderful scientific skin preparation. Should be on every toilet,table. $1. Mercedes Cosmetic Co., 501 5th Ave., N. Y.

DR. BERRY'S FRECKLE OINTMENT Positively removes freckles. Leaving beautiful complexion. By mail 50c. Booklet free. Dr. C. H. Berry Co., 2975 Michigan Ave., Chicago, Ill.

CHARMANT NATURAL ROUGE, Perf'm'd. Brunette, medium & dark. Harmless, lasting; with soft Puff,35c p'pd.Unusual prices to dealers & agts. Charmant Spec.Co., 136 Liberty St.,N.Y.

PRISCILLA TISSUE CREAM eradicates lines, prevents new ones. Invaluable after seabathing, motoring, etc. Jars, $1.50 to $7. Descriptive circular. Sullivan Co., 27 W. 46th St., N. Y.

PLEXO EVENING WHITE—gives throat, shoulders and arms that soft, creamy look. Easily applied. Does not rub off. 35c a tube. Plexo Preparations, Inc., 94 N. Moore St., N. Y.

EMIL SCHULT, Famous Facial Massage Specialist's Booklet illustrating and describing various movements necessary for a complete course in facial massage given free with each jar of

"MY BEST FRIEND" COLD CREAM. A delightfully sweet-smelling cream that purifies and beautifies the complexion. Price 50c. Sample on request. Emil Schult, 149 West 42nd St., N. Y.

TITE-TINE ASTRINGENT contracts pores, tightens relaxed muscles, gives firm clear skin, counteracts oiliness. $2 postpaid. Beauty Booklet free. Mme. Kathryn, 492–3d St., Bklyn., N. Y.

KEEP YOUR SKIN CLEAR, satiny and blemishless by my wonderful blackhead lotion. Postpaid $3. Write for Beauty Booklet. Mme. Kathryn, 492-3d St., Brooklyn, N. Y.

Traveling Accessories

PARKHURST WARDROBE TRUNKS are chosen by experienced travelers for safety, convenience & economy. Our illus. catalog is helpful to every traveler because it gives interesting information of how to best meet the packing problem. Send for a copy today. J. F. Parkhurst & Son Co., Home Office: 13 Rowe St., Bangor, Me.;161 Summer St., Boston. 325-5th Ave., N.Y.

THE FOLDING WARDROBE makes closet in every room. Holds 10 dresses. Can be carried in suit case. Indispensable in

HOME, HOTEL, CAMP. Washable cover. Linen color, $4. Figured, $5. Parcel post C.O.D. Refunded if not satisfied. Foldwardo Sales Co., Boardwalk & Conn. Ave., Atlantic City, N. J.

EXTREME COMFORT in extended touring is exemplified in Scripps-Booth (detailed on p. 24) by restful springs and ample carrying space. Isotta Fraschini Motors Co., 2 W. 57th St.

Toys

THE "STERLING" TOYS, Playroom Equipment and Construction Materials are originated at the Children's Gift Shop, 7 W. 45th St., N. Y. by W. S. Sterling. They are practical & durable.

THEY ARE SUCCESSFUL because they supply the instinctive need of every child for material allowing free & unaided play. Foremost schools & educators recommend them. They are

MADE IN NEW YORK by the Sterling Toys Corporation. Designed, constructed and finished to meet the needs of the American home,

VALSPARRED weather-proof and guaranteed. Write for our new catalog "V" now ready, showing our complete line. Free on request. Children's Gift Shop, 7 West 45th St., N. Y.

SEE THE STERLING TOYS' advertisement on Page 135 of this issue. Write for catalog. Children's Gift Shop, 7 West 45th St., N. Y.

JENNY WREN—Dolls' Dressmaker. Dolls, Toys and Fancy Goods. Dolls dressed for Christmas. The Doll House, East Gloucester, Mass.

WOODEN TOYS & NURSERY FURNITURE of artistic design & sturdy build. Hand-painted, waterproof. Play material of every description, indoors & out. Our

Toys—Cont.

FOLDING PLAYHOUSES for $15 delight the children. Doll's collapsible bungalow, $5. Doll's houses, $10 to $50. Noah's Arks fitted with family & animals, $7.50 to $15.

BUILDING BLOCKS to make miniature houses & gardens, beautifully colored, $2, $5, $10 & up. Turned doll ninepins, $3. Sets of wild & domestic animals, birds & fish.

SEND 25c FOR BATHTUB TOY & illus. Catalog showing our joyous playthings and decorative children's furniture. Woodcraft Shops, Inc., Morristown, N. J.

Unusual Gifts—Cont.

TO REACH THE HEART you need only present such exquisite gifts at small prices as offered in Unusual Gifts booklet of Elizabeth Allen, 341 Fifth Avenue, N. Y.

DISTINCTIVE GIFT SHOP LINES— Lacquered tin, wood, etc. Door porters. Charles Hall, The Hall Bldg., Springfield, Mass. Wholesale office, 333 Fourth Ave., New York.

SWEETS FROM THE ORIENT—Deliciously different. Brandied "Chow-Chow" fruit preserves, 20-oz. glass jars $1.25. Sample 4-oz. jar 35c. Booklet. Bertha Tanzer, 20 W. 30 St., N.Y.

"MY COOK HAS LEFT!"

A WOMAN rushed into Mrs. Taber's office one day in the greatest excitement, "My cook has just left and I am giving a dinner tomorrow night. Can you possibly find another for me?"

Find one? Mrs. Taber had one ready in an hour, and the dinner party was a success. Perhaps because this scene is enacted almost daily Mrs. Taber might be called an averter of domestic tragi-comedies.

Read the letter we received from Mrs. Taber the other day in regard to her experiences with out-of-town readers of Vogue :

MRS. TABER
AGENCY FOR
EFFICIENT SERVANTS
773 LEXINGTON AVENUE
NEW YORK

Shoppers' & Buyers' Guide
Vogue
443 Fourth Avenue, N. Y.

Gentlemen:

It was just about a year ago that I put my announcement in the Shoppers' & Buyers' Guide. The very first week after its appearance it paid a dividend. Wasn't that a wonderful investment? But the most wonderful part is that the dividend has been increasing throughout the year.

I have received letters from the west as far as California, as far north as Maine, and south to the West Indies. Most of these letters mention their appreciation of the Shoppers' & Buyers' Guide for having directed them to the right place.

Very truly yours,

A. H. Taber

Think of sending a cook to California, or a housemaid to the West Indies! Yet Vogue is known so well in all parts of the country that its readers have the same confidence in advertisers as they have in the magazine itself.

Trousseaux

WEDDING VEILS and wreaths to order from $15 up. Write for sketches and particulars. Mail orders a specialty. Miss Allen, 9 East 43rd Street, New York. With Quilter.

ORIGINAL WEDDING GOWNS now so much in Vogue, made to your individual ideas and order. Write or call Homer, 11½ W. 37th St., N. Y. Greeley 5265.

THE PORTO RICO STORE—Filet Tire linens. 402 Mad.Ave.,N.Y. Initial towel, $1.25; child's dress $5; luncheon set $18.50; nightgown $6.50. Monograms: estimates. Approval ship.

Unusual Gifts

ELIZABETH H. PUSEY'S STUDIO. Will be opened after Wednesday, September the Eighth. 16 East 48th Street, New York City.

SUMMER TIME is the Time to buy Christmas and Birthday gifts. You can find more time to look up unique places such as Carbone's Shops at 342 Boylston Street, Boston, and Hyannis, Mass.

A CORDUROY BATH ROBE in delicate shades makes a wonderfully acceptable gift. Slippers to match. Correspondence solicited. Emily Pratt Gould, Richmond Hill, N. Y.

COPLEY CRAFT CHRISTMAS CARDS on approval. Hand-colored on imported, deckle-edged stock. Attention of Gift Shops desired. Jessie H. McNicol, 18 Huntington Ave., Boston.

Unusual Gifts—Cont.

UNUSUAL GIFTS FROM THE ORIENT. Useful, decorative and novel. Booklet "V" on request. Bertha Tanzer, 20 West 30th St., N. Y.

GIFT SHOPS SHOULD SEND for our proposition and catalog of many delightful novelties from the Orient. Bertha Tanzer, 20 West 30th St., N. Y.

SEWING CASE OF BROCADED SILK or leather, with thimble, scissors, thread, needles, emery, bodkin. Fits small handbag. Price, $5 p'pd. Anna Bethage, Dallas, Texas. P.O.Box 609.

HAND-DYED SMOCKS, $7.00. Charming shades—rose, blue, green, violet, yellow. White collars. Unusual buttons. Send bust measure. Gertrude Short Kramer, 156 W. 106th St., N. Y

EAGER INTERNAL BATH appliance beautifies and freshens the complexion by purifying the blood. Write for particulars to J. V. Eager, 737 Washington Ave., B'klyn, N.Y.

ITALIAN SPORT HATS, Brittany China,Hand-woven fabrics, Decorative boxes, Imported novelties. Sarah R. Morse & Frances B. Stebbins, The Craftsman Bldg., 6 E. 39th St., N. Y.

PILGRIM BAYBERRY PAD for waxing flat-irons, when ironing gives fragrant odor & beautiful finish to linen. In attractive box, 25c p'pd. National Toy Company, Boston, Mass.

FEAST BOXES FOR COLLEGE boys and girls include Rose Garden Dainties to be had separately as well: cakes, jams and other things. The Rose Garden, 36 W. 59th St., N. Y.

Unusual Gifts—Cont.

GIFT and SPECIALTY SHOPS will be interested in our Christmas articles. Catalog and terms to trade only. The Little Workshop, 443 Clermont Avenue, Brooklyn, New York.

TO DEALERS ONLY N. S. Day, Springfield, Mass. Write for "Kutie" Doll illustrated folder. Best $1.00 at retail Doll sold to the trade.

FOR THE MAN for 75c. I'll send my little collapsible cigarette holder in gift box together with catalog of Practical Gifts. Ernest Dudley Chase, Boston

KEWPIE FERNS. Have you seen them? A Kewpie Doll dressed in a Fern Ball. $5.00 and $10.00. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

HANGING PARROTS of stained Glass You can hang them in the windows. Prices $3—$5—$10. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

WILLOW BIRD CAGES. What you need for the conservatory. Prices, $7.50—with "Crane," $15.00. G. E. M. Stumpp, 761 Fifth Ave., N. Y. C.

"KEWPIE KANOE." This time the "Kewpie Fern" is out canoeing. Price $5.00. G. E. M. Stumpp 761-5th Ave., New York City, Tel. Plaza 8190.

THE HOUSE OF A THOUSAND GIFTS. $5.00 special offer. $6.60 worth of quaint lacquer boxes and Dealer Membership in Guild for one year—carrying

SPECIAL DISCOUNTS of 60%—70%—80% from list prices—all for $5.00. Representatives realize splendid profits. Write for application blank and details. (Con't) see next card

PAINTED WOOD DOOR PORTERS and other wood novelties. See Forest Craft Guild display. Geo. R. Emrick Co., Agents, 46th St. & Lexington Ave., New York City.

PERSONAL and careful attention given to the filling of orders for an attractive little bone lemon fork, in dainty box with gift card. 50 cents postpaid. Duxbury Shop, Duxbury, Mass.

Upholstery

BIRN'S SHOP—103 West 37th St. Alterations on Furniture, Hangings, etc., as well as making special pieces at our shop. Mattresses made for comfort and durability.

Vacuum Cleaners

"VACUUM CLEANER SHOP," 131 W. 42 St., N. Y., sells 42 different kinds Vacuum Cleaners at wholesale prices. Wonderful assortment. Mail orders. Send for complete price list, No. 15.

Wedding Stationery

WEDDING STATIONERY SAMPLES and "Wedding Suggestions," an interesting and authoritative booklet, sent on request. The Crowell Co., 97 Orleans St., Springfield, Mass.

100 WEDDING ANNOUNCEMENTS, $6.75 or Invitations, hand-engraved, 2 sets of envelopes, 100 Calling Cards, $1.25. Write for samples. V. Ott Engraving Co., 1021 Chestnut St., Phila.

Wholesale Gift Shops

JOHN H. C. NEVIUS, Importer, Manufacturer, Wholesaler at 217 E. 38th St., N. Y., with his Xmas display. Door Porters, Twine Ladies, Flower Bowls, China Birds, Incense Smokers.

UNUSUAL NEVIUS THINGS. Parson's Nut Bowls, Philippine Baskets. "Alice" Figures, Emily's Grape Fruit, Coat Hangers, Bridge Pencils, Leopolds, Numberless Nameless Novelties.

CAN ONLY HINT HERE OF the rich Oriental Things, the many original "Made in America" Toys, the Not-elsewhere-findable Nevius Things.

MR. NEVIUS WILL BE THERE thru early September. A full line of samples (with competent sales people) will be permanently on display at 217 E. 38th St., N. Y. C.

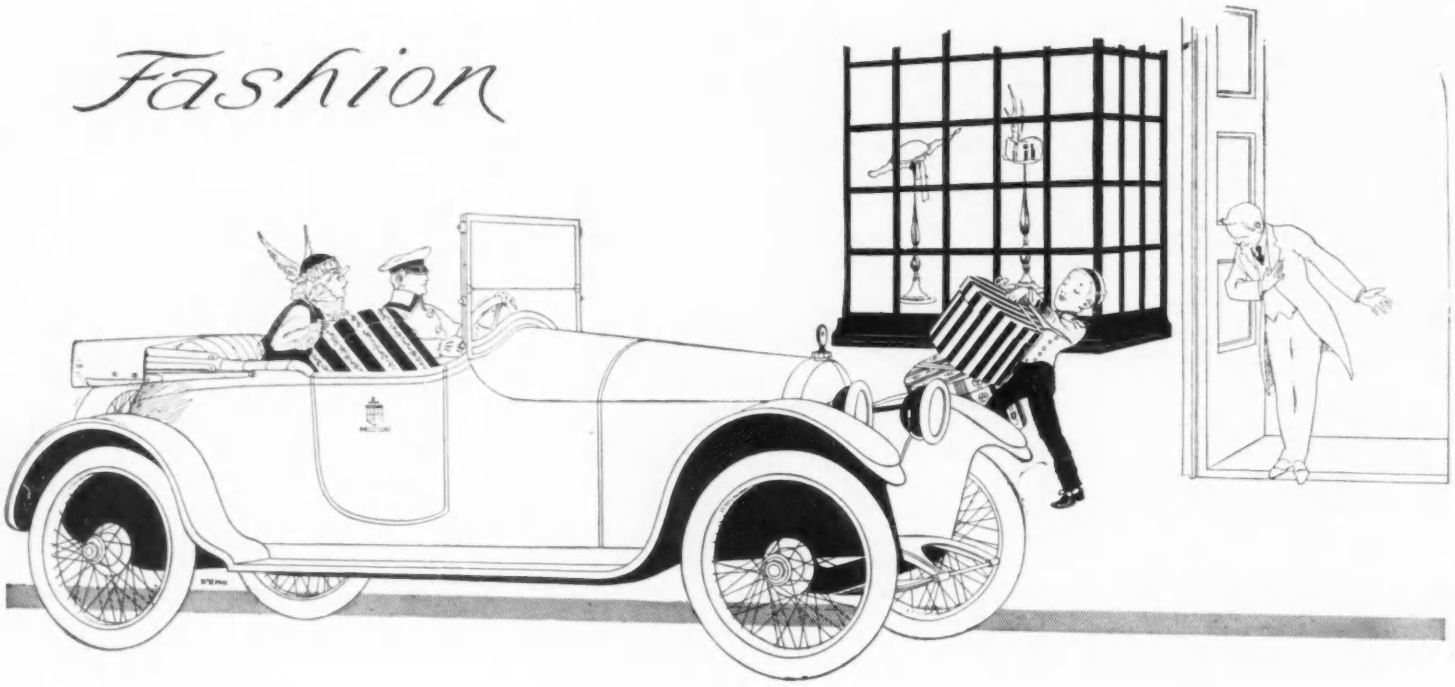
THE POHLSON GALLERIES, of Pawtucket, R. I., line of Thoughtful Little Gifts for Specialty Shops can be seen in N. Y. at 225-5th Av., R. 404. Ask for Messrs. Butterworth & Gardiner.

BUTTERWORTH & GARDINER, 225 Fifth Ave., announce the opening of their permanent display rooms, for the sale of Unique & Unusual Gifts & Art Novelties. Your inspection invited.

The **BUTTERWORTH & GARDINER** Lines: The Pohlson Galleries, Lawson Studios, Baker Handcraft Shop, Oriental Incense & Perfume Co., Torii Shop. Everything for the gift dept.

Willow Furniture

JOSEPH P. McHUGH & SON, 9 W. 42d, the Shop where one may always find comfortable McHughwillow Chairs and Lounges—also things unusual in fabrics and wall papers.



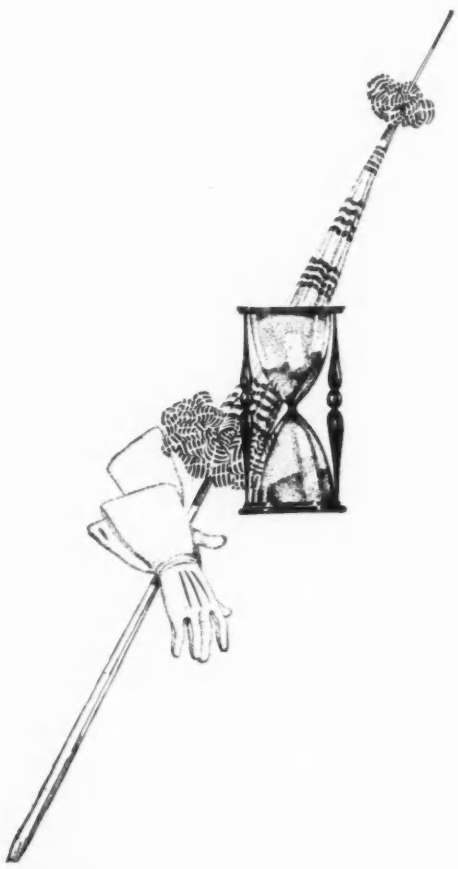
IN these fast-moving days, when the "last word" in motor cars may change over night, the owner of a Scripps-Booth rests secure in his knowledge of the *foresight* of its builders.

"Le dernier cri" as applied to a Scripps-Booth car means more than the "latest word" according to present standards—

—it means the prophetic vision which has pushed the standard far ahead and made present fact of what to others is only a future possibility.

Roadster $ 775
Coupe 1450

Scripps-Booth Company
Detroit, Mich



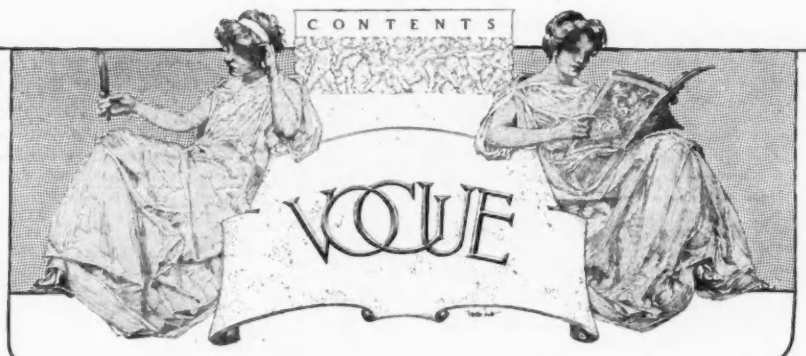
SEP 20 1915

©CLB340216

Vogue will

CUT TO INDIVIDUAL ORDER

Patterns for any models shown in its pages



The next Vogue will be the

PARIS OPENINGS NUMBER

Dated October 1

SEPTEMBER 15, 1915

VOL. 46. NO. 6

WHOLE NO. 1031

THIS NUMBER

"Don't say that the woman is beautiful," said the professor of English to his short story class, "bring her into the story and let the reader see she is beautiful." This is the rule we apply to the new hats. Here they are, in the magazine you hold in your hand; there is no need to tell you in words that these hats are lovelier and smarter than any we have ever collected before; turn the pages and see for yourself.

For the excellency of this collection we can not take all the credit; Paris has given us better models and a greater variety than ever before, and newer than for a season. Shapes innumerable are available, from big shadowy hats, grown familiar through lovely portraits on old mellowed canvases, to foolish piquant little hats to perch above the new high coiffure. In the details of trimming, as well as in silhouette, the autumn hats are most distinctive; birds that want to flock with them often molt their feathers off for fur, and veils play both fast and loose with the smarter models.

THE LONDON SEASON

The London season had a short life and a merry one, and this number of Vogue gives excerpts from the three royal purple days filled with three royal purple events which composed it; the Gala Day of Henry VIII, the Souvenir Luncheon at the Savoy Hotel, and the Three Queens' Garden Party.

VOGUE PATTERN SERVICE

The proof of the pattern is in the using, and no matter how delightful may be the models selected for patterns, their value is in their practicality. Vogue patterns are cut by hand, with exactly the same painstaking care you wish to have your dressmaker observe in cutting your material. Also the directions are written in plain words and not in confusing figures or hieroglyphics.

It is the endeavor of Vogue Pattern Service to present such a variety of models that every garment of a well-planned wardrobe can be made by them. Some of the models are designed to supply the demand for ultra-fashionable costumes, others are conservative in design, and all of them not only fulfil the fashions of the moment but are designed to make the garments outlast their season in style.

TO MAKE SURE OF VOGUE

Sometimes Vogue is not able to reach all readers simultaneously, through no fault of Vogue's. In some parts of the country post offices deliver the subscription edition of Vogue by freight, whereas the news-stand edition is sent to newsdealers by express. Do not forget that three weeks' notice is required to record a change of address.

Should your Vogue be late, please wait a few days before notifying us. The chances are that you will get your Vogue before we get your letter. If, on the other hand, your Vogue is more than a few days late, please write us at once, and we will do our best to spare you this annoyance.

Cover Design by Helen Dryden
Sales and Exchanges – – – – – – – – – – – – – – – – 8
Mrs. Morgan Belmont—Photograph – – – – – – – – – – 26
Paris Casts the Horoscope of the Hat—Illustrated – – – 27–31
Paris Openings Point the Way of the Mode—Illustrated – – 32–40
Something in Coiffures—Illustrations – – – – – – – – – 41
Tall Hats? Yes—Broad Ones Too—Illustrations – – – – – 42
Six New Models of Autumn Millinery—Illustrations – – – – 43
Hats That Are Small and a Muff That Is Ruffled—Illustrations 44
Fur from Heels to Hat—Illustrations – – – – – – – – – 45
Suggestions for the Sportswoman—Illustrations – – – – – 46
Half a Dozen Snapshots—Photographs – – – – – – – – 47
Five Notable American Women—Photographs – – – – – – 48
As Seen by Him – – – – – – – – – – – – – – – – – 49
Miss Elsie de Wolfe—Photograph – – – – – – – – – – 50
Hostages to Old Age—Editorial – – – – – – – – – – – 51
Women as Creative Musicians—Illustrated – – – – – – – 52
Lord Wimborne Holds Informal Court—Photographs – – – – 53
The Londoner Passes—Illustrated – – – – – – – – – – 54–55
Woman as She Does Not See Herself—Illustrated – – – – – 56
Putting Art in Its Place – – – – – – – – – – – – – 56
For the Hostess—Illustrated – – – – – – – – – – – – 57
The Paneled Wall as Background—Illustrated – – – – – – 58–59
The Home of Mr. Henri Bendel—Photographs – – – – – – 60–61
Opera South of the Panama Canal—Illustrated – – – – – – 62
Child Dancers—Photographs – – – – – – – – – – – – 63
Florence Walton as She Appears in "Hands Up"—Photographs – 64
Seen on the Stage—Photographs – – – – – – – – – – – 65
Autumn Styles in Hats and Blouses—Illustrations – – – – – 66
What Paris Can Do with Hats and Muffs—Illustrations – – – 67
A New Cabinet Member—Illustrated – – – – – – – – – – 68
Coats and Hats Agree on the Popularity of Velvet—Illustrations 69
Pointed Fashions in Hats and Muffs—Illustrations – – – – 70
Four Hats of Velvet with One of Hatter's Plush—Illustrations 71
Something New at Waist-line and Neck-line—Illustrations – – 72
Though Gowns Be Low Cut, Coats Muffle Them – – – – – – 73
Lanvin and the Winter Mode—Illustrations – – – – – – – 74
Fur from Nose to Heels—Illustrated – – – – – – – – – 75
Smart Fashions for Limited Incomes—Illustrated – – – – – 76
The Younger Generation—Illustrations – – – – – – – – 77
Seen in the Shops—Illustrated – – – – – – – – – – – 78–79
The Wherewithal of the Evening Frock—Illustrated – – – – 80
Vogue Pattern Service – – – – – – – – – – – – – – 81–88
What They Read—Illustrated – – – – – – – – – – – – 90–96
On Her Dressing-table—Illustrated – – – – – – – – – – 98
Noblesse Oblige – – – – – – – – – – – – – – – – – 100
Society – 102
Chintz—with Discretion—Illustrated – – – – – – – – – – 104
Answers to Correspondents – – – – – – – – – – – – – 106
A Modern Canterbury Tale—Illustrated – – – – – – – – 108
Suiting the Decorative Scheme to a Vase – – – – – – – – 118
Legends of Lace and Lacemakers – – – – – – – – – – – 120
A Parable of Clothes and the Girl – – – – – – – – – – 122
Ghosts of a Once Popular Craft—Illustrated – – – – – – – 124
Clothes-lines for Art's Sake—Illustrated – – – – – – – – 126
The Woman Who Rumples – – – – – – – – – – – – – 128

Copyright, 1915, by The Vogue Company.
Registered in the U. S. Patent Office.

VOGUE is published on the first and fifteenth of every month, by The Vogue Company, 443 Fourth Avenue, New York; Condé Nast, President; Barrett Andrews, Vice President; George von Utassy, Treasurer; Edna Woolman Chase, Editor.

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited manuscripts except to accord them courteous attention and ordinary care.

Subscriptions for the United States, Mexico, Cuba, Porto Rico, Hawaii, and the Philippines, $4 a year in advance. For Canadian delivery, postage must be added at the rate of $1.25 per year. For all other countries, postage $2 a year extra. Remit by check, draft, or postal or express money order. Other remittances at sender's risk. Single copies, 25 cents.

Change of Address.—The address of subscribers can be changed as often as desired. In ordering a change please give both the new address, and the name and address exactly as it appeared on the wrapper of the last copy received. Three weeks' notice required, either for changing an address or for starting a new subscription.

Entered as second-class matter February 16, 1910, at the Post Office at New York, N. Y., under the act of March 3, 1879. Cable Address: Vonork.

THE PARIS OPENINGS NUMBER

Eighty or more models from the Paris openings will appear in the October 1 issue of Vogue. The winter fashions have been definitely decided upon, and all that remains is for Vogue to interpret them to its readers. The models shown may be relied upon, not only as suggestions for the ultra-fashionable gown for an occasion of the moment, but as guides in choosing the dependable suits, coats, and dresses which will be smart throughout the winter.

The cover of the next (October 1) Vogue is by Irma Campbell

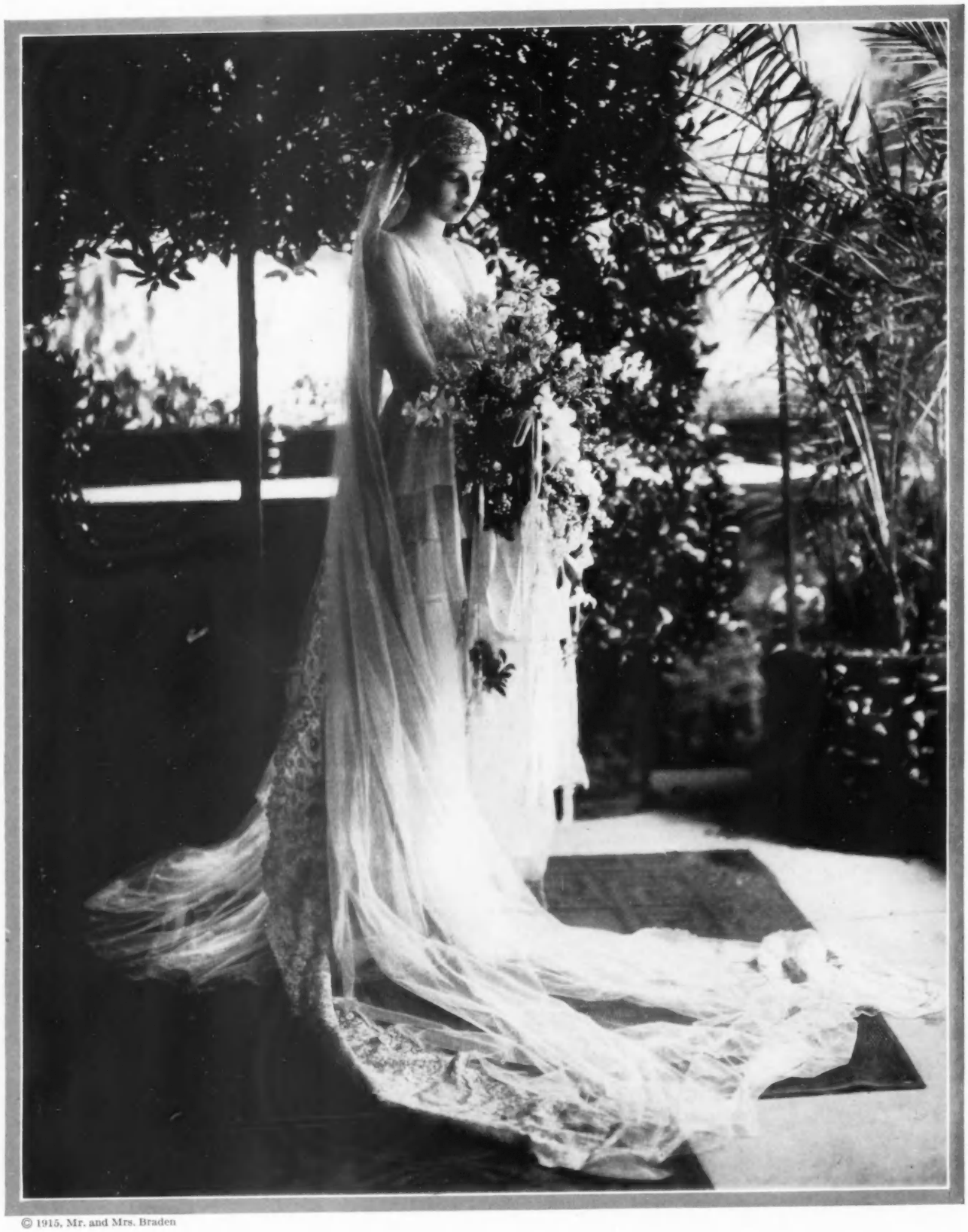
TECHNICALITIES OF THE MODE

Something new under the Vogue cover is a series of drawings, not picturesque sketches, but technical drawings, showing the back views of many of the important models illustrated. These will indicate in the clearest possible manner the little details at the back of a model, which, often unsuspected from the front, add so much of piquancy and charm.

LITTLE THINGS THAT COUNT

Every Vogue reader knows that it is the little things that count, that a shiny spot on the end of a woman's nose is as disfiguring as an inch on the end of a man's nose, that a veil, or a glove, or a beauty spot awry will mar the effect of a whole costume. That its readers may be informed in regard to the small accessories of dress, the next number of Vogue will show the pink-of-perfection in such things as girdles and muffs and shoes and collars.

A brilliant exception to the "All Paris" rule of the October 1 number will be two pages of jewelry sparkling with diamonds and things, and scintillating with explanations as to why they are not "set in their ways." Many of the pieces are set in the McQuinn way instead of their ways, because Mr. Robert McQuinn designed them for Vogue; others are direct from the cases of the fashionable jewelers, all done up in their jewelry boxes waiting to be worn.



© 1915, Mr. and Mrs. Braden

MRS. MORGAN BELMONT

Miss Margaret Andrews was married at "Rockery Hall," Newport, the home of her father, Mr. Paul A. Andrews, to Mr. Morgan Belmont, on the fourteenth of August. The effect of her tulle and lace wedding gown was extremely lovely; old rose point lace, a family heirloom, was used on the veil and underneath it a fillet of gold mesh bound the hair, fastening at the back with a spray of rose diamonds. The bride and her ten bridesmaids were gowned by Lucile. The bridesmaids wore frocks of orchid colored satin and tulle, girdled with hydrangea blue. Orchid colored asters and blue hydrangeas decorated the house

VOGUE

PARIS CASTS *the* HOROSCOPE *of the* HAT

In the Immediate Future Hats Will Ascend to a Decidedly Higher Station in Life, and They Will Come into Possession of a Great Deal of Velvet, a Notable Amount of Metal Lace, Many Tiny Ostrich Tips, and a Reasonable Competence of Ribbon

INSTEAD of searching for inspiration for their new models among the omnipresent casques and kepis, which for the moment almost blot out the horizon, the modistes have this autumn gone much further—back along the years for a century and more—into the green gardens of Watteau, through the period of the Directoire, and into the troublous times of the French Revolution. They have come back laden with shapes christened according to the period. There is the "Girondin," the "Directoire," the "Watteau," and a thousand and one subtleties in velvet and satin akin to the hats of those far-off times—each carrying with it something of the glamor and romance of the old days.

FRUGAL TRIMMINGS

The modistes of Paris are clever. Clever they have always been, but this season a new and mysterious quality has crept into their finger-tips, a new ingeniousness into their creative faculties, and a new spirit into their creations. Doubtless "it is the war," but the hats are indescribably fetching.

A black panne hat seen on the street in Paris had the high, slightly tapering crown, the severe bandings, and the modest ostrich plume—all of which go to compose one of the new types of hat for the incoming season

"Not much fur—no," explained a saleswoman in a well-known shop in the rue de la Paix, smoothing with caressing fingers the panne turban in her hands. "It makes the hat expensive. People will not buy."

I hazarded another question. "Aigrets and feathers?"

"Only sometimes. We can not send aigrets to America. And feathers—they are too pretentious. We use small ostrich tips, and then—these."

"These" were acid-dipped feathers—skeleton plumes—curled like irregular Prince of Wales tips, and posed directly in front of a high-crowned hat of black panne banded with silver braid.

"And flowers?"

The saleswoman wrinkled her pretty brows. "No-o," she said; "that is, not often. We use ribbon."

And after a tour of the leading modistes of Paris I am convinced that they do use ribbon. Ribbon and velvet, panne, gold and silver lace, tulle, and what not, are requisitioned from who knows what odd corners and forgotten shelves of Paris, and woven deftly together by the fingers of the French makers of millinery.

VEILS TO THE FORE

Veils are almost as prominent as trimming this year; indeed, they may be said to be trimming. There are circular ones, and broad ones, and long ones, even ones just over the eyes. One particularly individual thing about the veils of the new season is the clever way they are adjusted. A sweeping circular veil is often tucked smoothly under the broad crown-band on a brimless, or near-brimless hat and allowed to hang straight to the shoulders all around. Sometimes the veil is tucked over the top of a three-inch crown-band so that it veils the hat almost to the tip of the high crown.

Never was the shape so important as it is this season. From the hats which last year had almost reached the vanishing point, so small were they, have sprouted a host of new shapes, tall and square of crown and more or less wide of brim. As a rule they are so scantily trimmed that the shape is in no way concealed, the outline in no way blurred.

DARINGLY CHIC

These new hats are daringly chic, and have been literally pounced upon by the American buyers, who have already sent hundreds of them to New York. The "Girondin" is perhaps the most popular of all, and the "Postillon" is also a great success. Made of black panne, these hats are usually trimmed with narrow bands and bows of black grosgrain ribbon, small buckles of dull silver, and small ostrich plumes. Occasionally small flowers of bright colored beads are employed as trimming, as are bands of ribbon, often gray, or odd ornaments and aigrets of gold or silver. Reboux, Talbot, Georgette, Lewis, and all the leading modistes show the high-crowned hats, which are exploited further by smaller milliners. The width of the brim varies from a scant inch to several inches, and in many of the smartest shapes the brim is flat.

MODEL FROM EVELYNE VARON

The effort to do away with the brim, which is a characteristic of a very distinctive type of autumn hat, is "crowned" with great success by this Evelyne Varon model of brilliant king's blue velvet and arranged plumage

Some of the most exquisite hats shown in Paris are made of gold or silver lace either applied to black tulle or delicately veiled with the same transparent stuff, and trimmed with odd metal aigrets or fur.

EVELYNE VARON

At Evelyne Varon's one sees hats of satin, velvet, panne satin, and cloth—all quite in the Varon style. The smart Varon turban at the upper right is fashioned of brilliant king's blue panne. It is encircled with a "crown" of arranged plumage which ends in an upstanding wing. From this house also comes the model

MODEL FROM EVELYNE VARON

Little puffy ostrich tips are in evidence everywhere, and this Evelyne Varon hat of wine red velvet shows excellent reason for their popularity; the hat is a round model influenced by tricorn traditions

at the upper left on this page. It is a round hat, bent and trimmed to resemble a tricorn. It is made of wine red velvet and trimmed with three short shaded plumes—red tipped with yellow—posed one at each angle of the brim. Green cloth is used for the Varon model sketched in the middle on the page. The under side of the brim is faced with green velvet and the top bears a tall slender green plume.

The broad black velvet hat sketched at the lower right on the page has a brim as wide as that of the Varon model just described. I saw this hat at the Ritz. The crown of silver tissue was joined to the brim under a wreath of small bead flowers, and the black velvet bride was slipped through the brim and across the silver crown.

MARIE LOUISE

Marie Louise, in the boulevard Malesherbes, is making hats of metallic lace in odd new shapes, high of crown and rather narrow of brim. These hats, which are almost transparent, are exceedingly rich looking and are saved from anything like a tinsel appearance by the severity of their shape and a judicious "toning-down" of somber tulle. One of them, rather narrow and high of crown, is made of heavy gold lace and black tulle above a narrow slightly rolling brim of black velvet. Two twigs of gold, bearing faceted golden fruit, are sewed to the side and form the only trimming. Another hat of this type is made of silver lace over black tulle and is trimmed with a brush-like aigret of jet and silver. The scalloped edge of the silver lace is laid on a straight-edged brim of tulle, which droops somewhat all about below the high square crown.

Marie Louise covers many of her smart shapes with panne. One small hat is made of tête de nègre panne and trimmed with a cluster of tête de nègre ostrich plumes tipped with gold. A narrow tête de nègre grosgrain ribbon edged with gold encircles the draped crown and is tied in a small bow on the side. The three hats just described were imported by Kurzman and are sketched on page 67. Mme. Marie Louise uses much velvet and panne, small ostrich feathers and ribbon. An odd cockade of periwinkle blue grosgrain ribbon striped with gray and black trims a Marie Louise turban of squirrel. The turban is rather small and fits the head closely, and the balloon-shaped cockade is posed coquettishly on the side.

MARIE CROZET

Not altogether devoted to the popular high crown is Marie Crozet, in the rue de la Paix,

MODEL FROM EVELYNE VARON

At Evelyne Varon's salons one sees hats of satin, velvet, panne satin, and cloth, and all of them quite Varon in style; this high-crowned flat-brimmed model is of green plume and green cloth

although her hats show greater height than those of last season.

Unusually odd is the Crozet turban of swallow blue satin which is sketched at the top of page 30. Here the rather low crown is covered with an uncurled ostrich plume flatly sewed to the curve of the crown, while from each side similar plumes soar ambitiously into space.

Of black velvet is the hat sketched at the right on page 30. Here Mme. Crozet has faced the brim with Nattier blue faille and has sewed to the edge a thin short veil of black filet lace. The black velvet crown is corded and shirred and a Nattier blue plume is placed directly in front.

The Crozet turban sketched at the left on page 30 is of Bordeaux red velvet, crushed and draped softly. Two clipped wings dyed the same shade are thrust through the back at a riotous angle. Of Bordeaux red satin is the round Crozet hat sketched at the lower right on page 44. The brim is rolled back on itself in the back, where it is trimmed with satin ribbon of an unusually soft shade of pink—the shade often called "tea-rose." A pink gardenia is posed on the side.

CAMILLE ROGER

Although it is still early in the season, many new and pretty hats have already escaped from the secluded salons of the modistes and are to be encountered here and there—in the Bois, in the Ritz garden, or in some comparatively unfrequented tea-room. Yesterday under the Ritz awning, I saw the smart hat of black panne sketched at the bottom of the group on page 30. The high postilion crown sat oddly on the shirred and corded brim, and the small pink and silver roses were strung on two silver cords. On the left side two long ends of velvet fell to the shoulder.

Camille Roger uses velvet, panne, and satin for her winter hats, with now and then a bit of fur. In the hat at the lower left on page 44 she uses Bordeaux velvet.

Like Mme. Crozet, she is not so devoted to the high crown as some of the other milliners of the rue de la Paix, although some of her models show this feature. Several of her newest hats are trimmed with cock's heads in gray, beige, or swallow blue, and many of them are trimmed with ribbon.

AT THE MAISON LEWIS

Lewis, in the rue Royale, is making broad-brimmed, high-crowned hats of panne, trimmed with ribbon or short ostrich plumes. Some of the other modistes band the high crown of the "Girondin" with metallic braid, but Lewis uses narrow black faille ribbons and draws them through small metal buckles, or ties them in smart bows. To one hat of black panne strapped with narrow ribbons, is

Not many flowers are used, yet there are a few make-believe ones, like the diminutive bead rosebuds that wreath the crown of silver cloth which speaks so well for the new vogue for metallic millinery

MODEL BY GEORGETTE

Lovely as a portrait on mellowed canvas is a Georgette hat of plaited black satin antique with a puff of satin for a crown, and a brim wide on every side and plaited. A snood of faille silk ribbon of an exquisite pastel pink shade defines the head-line

MODEL BY SUZANNE TALBOT

Typical of the smartest of Talbot's new models is this very high-crowned, very narrow-brimmed hat of brown chiffon trimmed with a cloud of beaver puffed up and held down by gold flowers; gold flowers also hold the tabs on the beaver neck band and muff

MODEL BY SUZANNE TALBOT

A hat that is high aplenty of crown and illustrates the most severe tactics practised in regard to brims is this Talbot model of black plaited hatter's plush. A black satin ribbon is the trimming. On page 66 is another variation of Talbot's plaited hat

MODEL BY SUZANNE TALBOT

The circular veil which promises to be "the" veil of the season, could hardly find a more compatible companion than a Talbot model of black satin antique; it fits under the ribbon band in the approved way. A steel buckle is the hat trimming. Models on this page imported by Bendel

added a cluster of fluffy ostrich tips in gray and dull strawberry—quite a new, interesting touch.

One of the Lewis tricorns—and Lewis is always devoted to the tricorn—is made of gray velvet, corded, and trimmed with a gray plume, which is fastened firmly to the brim by a pine cone of bronze brown tipped with gold.

A smart Lewis turban of Bordeaux red—and almost every house has, this season, its Bordeaux red velvet turban—is banded with Bordeaux plumage shot with iridescent green. The top of the turban is of velvet, and the plumage towers in the back. These three hats were shown on page 65 in the September 1 issue of Vogue.

RENÉE AND CHANEL

Mme. Renée shows a pretty round hat of black velvet banded with green suède and buckled with pearl. In front a small oblong bit of stamped and painted leather is laced to the green band with narrow leather thongs. This hat was shown on page 22 of the September 1 Vogue, at the top. Of beige moire ribbon Mme. Renée has fashioned a quaint hat and muff. The hat is banded with skunk and flaunts a beige moire flower; the muff is cuffed at each end with skunk and bears also a beige flower. This set was illustrated at the bottom of page 20 in the September 1 issue of Vogue.

Mme. Chanel, maker of sports coats, hats, muffs, and much else that is irresistible in the way of dress, is making pretty, and by no means small, muffs of silk and chiffon, ruffled, and banded with fur. Collarettes to be worn with these muffs are made of similar stuffs and edged with fur, while the hats are made of silk and fur to correspond. Sweaters and sports coats of woolen jersey are trimmed with inexpensive furs. Loose evening coats of light colored cloths, not extreme in style but very lovely, and trimmed with the softest of fur, are to be glimpsed in the Chanel salons, and may be bought at a price which in no way resembles a war price. Three of Chanel's models are shown on page 67.

LUCIE HAMAR

Mme. Lucie Hamar, who is making some exceedingly pretty hats this season, fashions her turbans of black velvet. One of these, shown at the top on page 31, is rather stiff and high, and is trimmed with narrow fringes of zibeline and adorned with a golden bee. This turban is worn above a pierrot collar of black

MODEL FROM MARIE CROZET

In fine feather is a Marie Crozet turban with two uncurled plumes of swallow blue swaying most unexpectedly out at the sides, and others drawn flat over the crown

MODEL FROM MARIE CROZET

Not altogether devoted to the high crown is Marie Crozet, and here she presents a most modestly crowned hat of Bordeaux velvet with self-tone wings outspread

MODEL FROM MARIE CROZET

If crowns are medium in height plumes are often mounted straight above them so the effect of height is sustained. Marie Crozet gives the veil its due in this model

A piquant hat worn at the Ritz was as high and as round and as shiny as the Mad Hatter's hat. Silver roses strung on a silver cord offset its blackness

A bag of blue, red, and yellow plaid with a black silk tassel and a black grosgrain ribbon band. The clasp and beads are of silver. From Ruszits

THE MODE IS HEIGHTENED WITH A FEATHER OR ELEVATED WITH A CROWN AND THEN LOWERED TO WITHIN A HAIR'S BREADTH OF THE EYES

A wonderfully dainty affair is a bag of black silk patterned in steel beads and set in a cut steel frame; it is lined with white taffeta. From Kurzman

MODEL FROM LUCIE HAMAR

Swathing turbans are not without honor in the annals of the autumn mode, and this Lucie Hamar model is a worthy representative of their cult

MODEL FROM LUCIE HAMAR

"Au Trot," the most popular model of Lucie Hamar's house, has a perfectly flat brim and a high crown with a tendency to taper off toward the top, a predilection of the high-crowned hats. If you look very close you can see the tiny silver horse pin which gives it its name

MODEL FROM LUCIE HAMAR

Bearing a wreath of olive leaves, a Lucie Hamar turban of black velvet presents itself to the mode; the leaves are olive and gold. This sort of turban is one of the three prevailing types; the others are the high-crowned wide hat and the slightly brimmed high-crowned hat

A picturesquely small hat of black panne with an encircling wreath around it and a single plume of dull blue ostrich feathers high above it

velvet, bordered with a fringe of zibeline that ripples fluffily about the face. Mme. Hamar is fond of this high, severe shape and employs it again in a hat with draped black velvet garlanded with olive leaves and buds touched with gold. It is illustrated at the right, above.

The most popular model of this house, sketched at the left above on this page, is of black panne. It has a flat brim and a square and slightly tapering crown banded with gray grosgrain ribbon which shows a single red, yellow, and white stripe. This ribbon falls for an inch or two over the edge of the brim in the back, in a way that is oddly smart. A small plaited fan of the ribbon is pinned to the side with an inch-long "trotting horse" of silver. "Au trot" is the name of this hat, which has been sold again and again to American buyers.

Mme. Hamar shows also a broad, high-crowned hat of black panne, strapped with narrow ribbon of black faille knotted on the side. Through these ribbons is thrust a tightly bound, towering sheaf of shaded gray ostrich tips, and the edge of the brim is bound with black faille ribbon. This hat was sketched on page 25 of the September 1 issue of Vogue.

Hats of black panne trimmed with scanty plumes and metallic braid or embroidery, hats of shirred velvet,—shirred from the edge of the broad brim to the top of the rounded crown,—and draped velvet turbans, bloom on every hat tree in Mme. Hamar's salons, which are crowded with eager buyers.

WITH ODETTE

Odette, in the rue Richepanse, uses marmot effectively in a broad quaint collar, turban, and muff. The collar is fastened with a smartly tied cravat of black faille ribbon, and the turban is brightened with small flat bead flowers which are tucked deep in the fur. This set was shown on page 23 of the September 1 Vogue.

A smart new rippling cape of kolinsky, designed by Mme. Odette, is much shorter in the front than in the back; the right side of the cape is shaped into a long tab lined with ermine, which is thrown carelessly over the left shoulder. It was shown on page 18 of the September 1 issue of Vogue.

A broad hat of king's blue velvet seen in Mme. Odette's charming salons is banded with white fox. A pink rose nestles deep in the white fur, well forward on the right side, and the hat is worn atilt.

Mme. Odette makes a tip-tilted turban, much higher in the back than in the front, which is very becoming to a certain type of face.

The small hat sketched at the bottom of the group on this page is of black panne, and the encircling wreath and single plume are of dull blue ostrich feathers.

THE "GIRONDIN"

One sees this year always the unusual in trimmings. One hat of black velvet is trimmed with circular fringed motifs of ordinary cord, dyed a dull blue. On the brim of a large hat of black panne are placed two flying swallows done in silver beads; there is no other trimming.

A "Girondin" of blue panne is adorned with a cockade and aigret of silver and green beads, while a hat of dark blue velvet with a square and slightly tapering crown is trimmed with a band of bright green woolen yarn, braided. This encircles the base of the crown.

E. G.

PARIS OPENINGS POINT *the* WAY *of the* MODE

The Passing of the Débutante Slouch, the Persistence of the Basque and the Flare, the Presence of Mutton-leg and Dolman Sleeves, the Insistence of the High Collar and Close Waist, the Imminence of the Bustle, and the Approach of Crinolines, These Are Signs Which She Who Runs to the Paris Openings May Read

THOSE intrepid *voyageurs* who braved the considerably more than usual perils of the deep in order to be present at the midsummer openings of the great couturiers have been well rewarded. Their eyes have seen some of the most remarkable collections of gowns ever exhibited in Paris. They have been by turns delighted and amazed, and they have bought and bought until it seems likely that New Yorkers may be able to see some of the Paris collections almost in their entirety.

One can not say that the new models show the influence of any one period. Walking back through the years, the designers have taken a skirt here, a sleeve there, and a bodice from another period, until almost every epoch is reflected to some extent in the new fashions. We have the mutton-leg sleeves and the pannier, the flaring circular skirt and the skirt gathered full at the waist-line, the draped skirt, the tunic, and—let us whisper it—the bustle! It is, mercifully, not the wire "bird-cage" of the early eighties, but rather a glorified and refined version—all soft shirrings and silken drapery. We have, also, the draped overskirt and the Watteau plait, the Russian blouse and the flounced skirt, the pointed bodice and the one-piece dress. There are basques, balloon sleeves, and collars of fur so high that they are like muffs on the neck. There are princesse frocks and boleros and short flaring coats, redingotes and long-trained evening gowns. The dolman sleeve has reappeared, and there are coats of leather and oilcloth coats; there are skirts stiffened with crinoline, frocks trimmed with ribbon and others trimmed with flowers, and silk manteaus lined with cloth.

All these things and many more calculated to delight the hearts and empty the purses of the daughters of Eve are being packed in cases and sent back to America by each returning boat. And let us hope, for the sake of fair, young, and feminine America that the vessels laden with such finery may escape a hostile submarine.

No woman but is glad to welcome back the veil in all its lengths and widths and vagaries. Some of the new veils are long, some are wide, some are both, some are neither, but the veil in some shape remains. This square lace veil drapes across the top of the hat and lets its four corners hang. From Kurzman

MODEL BY JENNY

Jenny has several of these very short coats with the lower edge of the jacket standing out all around like a shelf. This is of dark green velvet bound with green faille and trimmed with skunk. The one big button is of rhinestone

CHEZ DOUCET

An arresting model in Doucet's collection is an oilcloth coat—a coat of plain black oilcloth with a characteristic oilcloth odor and a very clanky sound. Not only was it heard coming, but its odor heralded its approach. It is in three-quarters length and is voluminous; it has the kimono shoulder and the navy blue cloth with which it is lined shows in the cascade effect of the open sleeve.

Doucet exploits the fluted ruche which rises from the top of a high tight collar. It is usually of thin white batiste, although it also appears in net and tulle, and it may extend across the back of the neck only or may entirely frame the face.

But most interesting of all Doucet's collars is the huge straight collar of fur that tops his separate coats. It is a veritable muff which almost envelops the head, and only by stretching the neck to its utmost capacity and tilting the nose in air is the wearer able to breathe at all—still it is very fetching. One of these huge collars appears on an evening cloak of a wonderful silver and black metal brocade which is short and voluminous, with huge dolman sleeves. This coat is lined throughout with pale blue satin and a glimpse of blue shows in the dolman sleeves.

Doucet's street suits are short—shorter than his afternoon gowns—and they have the godet fulness on the hip, in both jacket and skirt. At Doucet's, manikins are no longer allowed to

MODEL BY DŒUILLET

Dœuillet's jackets are usually fitted to the waist and flared in a circular fashion below, and they button to the throat below a turnover collar. This tailored model, "Pickwick," is of black velvet and a black and apple green check

these of mousseline. There are lovely frocks of chiffon elaborately embroidered in metal thread, among the most favored of which is a simple little frock of amber chiffon with silver thread embroidery on the bottom of the skirt and outlining the neck and front of the bodice. It is a favorite combination at Doucet's—that of amber and silver; and this year Doucet is using much of a very deep yellow amber.

Doucet does not approve of the basque. His favorite corsage has a flowing cape-like back and a snugly belted front.

AT THE MAISON WORTH

Very quaint are some of the new frocks of the Maison Worth—frocks of soft faille in dull rich colors, princesse in effect, with bodices tightened in at the waist-line and skirts that flare marvelously. Worth makes the line of the shoulder long and drooping. The top of the sleeve is raglan in effect and very tight, and the sleeve proper is sewed to the short raglan at about four inches below the top of the shoulder. And it is a "mutton-leg" sleeve! There is no doubt about it. Below the dropped seam the sleeve bulges in true mutton-leg fashion and the broadest part is just above the elbow. Below the elbow the sleeve is tightened so that from the middle of the fore-arm to the wrist it fits the arm closely.

This sleeve appears on many of Worth's smartest models, always with the close-fitting bodice, the widely flaring skirt, and the high

MODEL BY WORTH

Worth takes a sidewise fling at widening the skirt, but he does not shorten the bodice beyond the reach of Nattier blue velvet straps. He catches the fulness of the pink taffeta overskirt up out of the way a bit, and that serves to reveal a plaited white tulle overskirt and a pink satin underskirt overlaid flatly with tulle

walk with the débutante slouch — but alas! Rome was not built in a single day; so from time to time a watchful *vendeuse* was obliged to steal upon a manikin, place one hand in the region of her stomach, the other between her shoulders, and gently to push her waist backward as she tilted her shoulders forward; after this she would seize the jacket fronts and give them a sharp little pull downward. Then the manikin was supposed to have just the correct poise, and as she tilted across the room on her ridiculously high heels both jacket and skirt appeared to be just a trifle shorter in the back.

DOUCET'S REDINGOTES

Doucet's redingotes are most artistic and, in spite of the wide skirts, they hang so gracefully that they create the illusion that they are really dresses—until a manikin loosens the high collar and steps out clad in a bewitching frock of mousseline or Georgette crêpe, usually of some brilliant color. These soft little frocks are very simple. Their fluffy skirts are frequently tucked horizontally in rather wide tucks, but not a bit of lace enters into their composition, and the simple bodice and long sleeves are quite untrimmed. But not all of Doucet's frocks are as simple as

MODEL BY WORTH

At Worth's one is sure of finding a black velvet and rhinestone gown. This is coquettish yet dignified, short yet trained—rarely lovely. The cascades are rose lined

MODEL BY WORTH

A beltless bodice, an overskirt with a waterfall, a sleeve with a distinct elbow fulness—these Worth notes in a black faille and velvet gown with just fur enough across the vest to join it, materially, with the velvet and fur muff. Touches of blue and silver appear on vest and cuffs

collar. Launched a year ago by this house and emphasized at the mid-February opening, the tight high collar is this season insisted upon by M. Worth. Not only is the high collar high, as a rule, but it is further heightened by a flaring ruche, which does not encircle the collar, as Doucet's sometimes do, but crosses the back of the neck only—from ear to ear—and is cut away in front. One smart collar of soft red velvet, topping a red velvet gilet, is reinforced by narrow bands of *petit-gris*, or squirrel. With this frock, which is made of gray velvet, is carried the drollest little muff in the world—a triangular muff of squirrel attached by a cord around the neck and finished with a huge gray tassel. The hands are thrust into two little silk-lined nests in the top of this muff. It is a novel idea of Worth's this season—this quaint little muff with little pockets for the hands—pockets so small that little more than the tips of the fingers may be hidden in them. They are made of velvet and fur, in new and surprising shapes, and possess a charm that is quite all their own.

MODEL BY LANVIN

Lanvin muffs are wonderfully pretty, and this of black faille with tassels of gray fur, black ribbons, and silver is no exception. The suit is black cheviot with gray caracal; the toque is pale gray crêpe with velvet leaves to match

MODEL BY LANVIN

Lanvin uses much bronze metal braid, as on this much-ruffled coat of a suit of black velvet, "Melbourne," in the middle above. Somberness has crept even into Lanvin's collection, and she is showing much black and dull colors

MODEL BY LANVIN

Mme. Lanvin is mistress of the art of using braids, and brilliant blue ones on blouse and around the real pockets give a note of youth to a black satin gown, "Oiseau Bleu." The tassel is a Lanvin mark, at its best on her muffs

Muff and mantle below are black faille lined with chipmunk, the muff a Lanvin by tassels of black ribbon, fur, and bronze beads—bronze to match the facing and the one-bronze, one-silver rosettes trimming the black velvet hat

One may always be sure of finding, in a Worth collection, at least one gown of black velvet with rhinestone trimming. This year it is an evening gown, at once stately and coquettish, of black velvet—and nowhere are velvets so velvety as at Worth's, so pansy black, so rich! This gown, which is sketched at the bottom of page 33, is laced across the hips with tasseled cords of jet above the pannier-like drapery. The top of the bodice, front and back, is finished with rhinestone-studded white tulle, bordered on the shoulders with narrow bands of black tulle which are caught together at each end, leaving the top of the shoulder bare. The open drapery on the hips is lined with palest rose satin and so, likewise, is the square train. Save for this train, the skirt is surprisingly short—that is, short for the Maison Worth—and the frock is wholly charming.

Alluringly girlish is the dainty party frock sketched at the upper left on page 33. Of palest pink taffeta is the draped tunic over the tulle-veiled pink satin skirt corded on the edge. A plaited under-tunic is white tulle, picot-edged. The brief bodice is of white tulle, draped softly above the girdle of silver tissue. Straps of Nattier blue velvet cross the shoulders and a prim little row of small pink roses adorns the décolletage. Worth shows a number of dainty evening frocks designed for young girls, and they are not the least interesting part of his collection.

MODEL BY LANVIN

In marked contrast to the tight coats and bodices featured this season by the Maison Worth, are a very few loose coats—not only loose, but flaring. One of them, of copper colored cloth combined with black velvet ribbon, is sketched at the lower right on page 36. The other, which flares in circular fashion from the neck, is collared with white ermine which also forms a knotted cravat.

A Worth redingote of black velvet is quite close-fitting at the waist and flares widely below entirely concealing the skirt. The new long redingote is really puzzling. One is never sure whether it is redingote or frock.

AS SEEN BY MME. PAQUIN

Paquin is showing redingotes of leather, seamed and fitted like cloth. These are lined with thin silk to the hips and are unlined below, and the leather is finished like suède. Most original is a coat of white leather, bordered with black varnished leather and edged with beaver.

Paquin also makes much of the mutton-leg sleeve, employing, like Worth, the long line of the shoulder with the dropped seam. Not all of Paquin's sleeves are of this variety, however,

MODEL BY BEER

The shortest smartest skirts in all Paris appear in the house of Beer; instead of his clinging crystal things Beer now offers Watteauesque frocks like this one called "Bonne Sœur"

MODEL BY DŒUILLET

The tendency of some of Dœuillet's dresses to hang straight and loose is reflected in a Dœuillet suit of beige cloth and fur; the straight up and down jacket bobs over a circular skirt

MODEL BY BEER

Two years ago we suspected Beer of the bustle, and this year our suspicions are confirmed by such frocks as "Rose d'Argent," a piquant concoction of pale green taffeta and silver roses

though few of them are plain. In almost every instance, excepting as usual the tailored costume, the sleeve is broadened in some fashion above the elbow, either by a ruffle or by some sort of bulging fulness. Many of the evening frocks are entirely sleeveless. Made of tulle and lace and trimmed with flowers, sequins, and silver tissue, the Paquin evening frocks are very short and exceedingly wide as to skirt and low-cut as to bodice. An odd and pretty feature is a manteau of tulle, frilled at the bottom, and falling straight from the shoulders to the hem in the back. This idea is employed in an exquisite frock of black velvet called "Carmencita." The short skirt of this frock is ruffled with velvet and over the tight velvet basque in the back falls a rounded cape of thin black Spanish lace.

BUSTLES AND BASQUES

A very dashing frock is "Revanche" with its tight black satin basque caught together in points in front over a high-collared gilet of white satin. The basque, which ripples violently from the waist-line, is cut in points at the bottom and edged with fur. The skirt of black cloth is full and flaring. "Florindo" is an evening coat of black and Bordeaux red velvet, trimmed with skunk, and "Miguel" is a charming little creation of gray blue faille, with the skirt tucked up in the back to produce a bustle effect. The turned-up folds are caught with dull pink roses. Paquin uses much brilliant red panne velvet in cloaks and frocks and much yellow taffeta—all the shades of amber—in evening gowns. These taffeta evening gowns are very short and flaring and are either scalloped or cut in points at the bottom where they are cunningly stiffened with narrow corded ruffles, shirred very full. Often the tightly shirred little ruffles are placed on the under side of the skirt and show with each movement of the wearer.

Under a Paquin frock of black tulle is a satin foundation finished on the edge with a heavy satin-covered cord which acts as a hoop, rendering the flare at the bottom more pronounced. One of the most remarkable models in the Paquin collection is an evening coat of greenish gray panne velvet. This coat, which is not exceedingly voluminous, is topped by an extraordinary little bolero with large mutton-leg sleeves, which is trimmed all about with a band of zibeline edged with double ruffles of panne velvet forming a very "ruffly" ruche. The back of the bolero and the sleeves are cut in one and the effect is remarkably good.

There are many severely simple tailored costumes in the Paquin collection, which show high fur collars and flaring skirts. One of dull red mixed checked cloth is collared with sealskin and a row of jolly sealskin buttons ornaments the front.

Like all the great houses this season, Mme. Paquin makes much of the high collar and several of her frocks are collared to the ears. Again, *comme toujours*, there are bodices which open in a V in front or are cut square for those who find the high collar uncomfortable or unbecoming. Blouses there are aplenty, notably one of pansy purple tulle over white. The blouse is run with purple ribbons and trimmed with tiny tulle frills, and the skirt which accompanies it is of black velvet.

MME. LANVIN'S OPENING

It is always a pleasure to see the collection of Mme. Lanvin, who devotes her attention almost wholly to the *jeune fille*. Her frocks this season are ravishing, and not content with making charming frocks and cloaks, Mme. Lanvin finds time to design all kinds of pretty trifles—muffs, collarets, hats, and what not.

The somber note has this season crept even into Mme. Lanvin's collection, and she showed frocks made of black tulle, black velvet, or soft dark colored stuffs and cloaks of soft black satin and dark cloths. In regard to cloaks, Mme. Lanvin has introduced an idea distinctly new in lining her cloaks with cloth or serge. A long coat of dull black satin, for instance, is lined with soft mouse gray cloth, which forms the collar, cuffs, and pocket facings. Another cloak is lined with peach pink cloth and a cloak of soft gray stuff is lined with dark blue serge.

This idea is even carried into her frocks, some of which give the appearance of being lined also with cloth. "Cadorna," a simple and very youthful frock of green and blue plaid, shows a glint of scarlet underneath the skirt edge, in the

pockets—and what would a Lanvin frock be without its pockets?—cuffs, and line of the fastening. However this bit of scarlet proved on investigation to be like Tommy's famous stairs—"for show." The skirt was faced for three inches with the scarlet cloth and elsewhere the scarlet facings were equally shallow. The effect of this bit of red was exceptionally good.

"Tipperary" is a fetching little frock of beige cloth, seamed from shoulder to hem in loose princesse fashion, under a loose belt. The skirt is not enormously wide, and the frock is practical and pretty. "Jezebel" is a beige creation with a bright-blue velvet gilet and blue embroidery.

"Melbourne" is the name given to a black velvet tailored costume, shown at the top of page 34, in the middle. In this the somberness of black velvet is relieved with rosettes of narrow gold braid. One is placed on the left side of the high black velvet collar and one on the left side of the jacket at the back. A round hat of black velvet worn with this frock is trimmed with two flat gold rosettes, effectively posed on the side of the round calotte.

A fitting companion to this frock is "Salambo," a filmy evening gown of black tulle with dull gold braid run through shirred casings of tulle, ruffled on each edge. The hat worn with this frock is a broad cloudy creation of black tulle, skunk, and gold braid, the brim of which is airily edged with a straight band of tulle.

There is also "Buffalo," a frock of black cloth trimmed with rough-looking gray fur, and "Oiseau Bleu," sketched at the upper right on page 34, a beautiful little frock of soft black satin, trimmed with bands of embroidery done in bright blue beads. The hat worn with this frock is a very spirited shape of black velvet with something really bird-like in its subtle lines. It is trimmed in an unusual manner with bright blue rosette-like velvet flowers. This blue garland crosses the top of the crown from side to side, passing through the brim and down about the low-knotted coiffure. The ensemble is a Lanvin masterpiece.

A black satin cloak called "Santiago" is lined and collared with chipmunk, and innumerable little frocks of serge and chiffon are trimmed with cunningly fashioned ruffles, bands of shirring, and rosettes.

Mme. Lanvin fashions her trimmings out of the materials of frocks. She cuts serge into strips and finishes the strips with a picot edge. With these strips, which vary in width from two and a half inches to

Paquin turns the ends of the hair under a great roll beginning at the nape of the neck and ending in a surreptitious curl on the forehead

Close and sleek is the Beer coiffure without the frivolity of so much as a single straying lock

Just how Dœuillet's favorite coiffure is accomplished is a dark mystery; but here it is as it appears on the prettiest manikin at this house

MODEL BY JENNY

Of brick red velours de laine with great pockets stitched into each side, rows of stitching at the bottom, and a generous collar and belt of sealskin is a coat from Jenny

MODEL BY ARNOLD

Arnold makes a puffy little frock of straw-colored taffeta brocaded in silver, with a wreath of flowers in gold thread embroidery on the corsage and similar flowers on the skirt

MODEL BY WORTH

In contrast to most of Worth's coats, that of a suit of copper colored cloth trimmed with black ribbon velvet and a cream lace collar is loose and flaring from the shoulder

MODEL BY
MARTIAL ET ARMAND

A frock of American beauty taffeta has the belt-less bodice and draped pannier effect so popular with this house and caught up here with groups of three roses—a white, a pink, and a blue one

MODEL BY
MARTIAL ET ARMAND

Of Bordeaux velvet is a suit trimmed with gray fur and belted with gray cloth and matched by a chic turban. The fur stiffens the skirt in the wide and draped effect seen with this house

MODEL BY
MARTIAL ET ARMAND

A silver embroidered collar tops a pointed, belt-less frock of taffeta in a new gray-green-black shade, "petrol," banded with black velvet. The mutton-leg sleeve and dropped shoulder is new

half an inch or less, she makes the shirred bands and the petaled rosettes that trim so many of her models. A blue chiffon frock is trimmed in this way with blue serge in shirred bands which cross the skirt and corsage and in serge rosettes placed effectively here and there. A black tulle frock is similarly trimmed with Saxe blue taffeta, as is a dark blue serge frock with *fraise* velvet, and a black tulle frock with black taffeta. This black tulle frock is further adorned with a rose—not an artificial flower of papery frailty, but a flower skilfully made of colored beads and fastened permanently to the low V of the bodice. Mme. Lanvin's beadwork is famous and these flowers are perfection. Mme. Lanvin shows also several frocks of soldier blue cloth, sometimes strapped with black braid, a dashing little jacket of scarlet cloth trimmed with gold braid, and several frocks of jersey cloth.

Then there are muffs! There is a fat barrel muff of dull black silk lined with red satin and adorned with two huge black silk tassels. The black silk is quilted and the muff, though large, is no heavier than thistle-down. A large flat muff of black satin edged with generous bands of skunk is veiled with another muff,—a diaphanous muff of black tulle trimmed with shirred silk and

MODELS BY MARTIAL ET ARMAND

Dark blue serge is given color by red and gold and yellow embroidery, daintiness by white linen collar and cuffs, and distinction by the draped cut of the mode

With silver-brocaded silk is used lace threaded with silver, a cape drapery of lace and roses. The hem is stiffened and the wide hip effect is unmistakable

edged with tulle ruffles instead of fur. This tulle muff is several sizes larger than the substantial satin one underneath and gives a delightfully filmy appearance which is indescribable and which is *tout à fait* Lanvin.

It would be almost a crime to forget to mention an evening frock of heavy black faille, with wide sleeves of brown lace banded with gold galloon at the wrists. The short skirt is cut in a deep point on each side and lined with golden tissue interwoven with black. A *tablier* of black tulle which falls from the rather high waist-line in the back scarcely conceals the huge tassels of gold galloon and black silk which fall, one on each side, to the knees.

MARTIAL ET ARMAND

The interesting collection of Martial et Armand was shown rather early, even in this early season, and it attracted many American buyers. Very popular was the taffeta frock sketched at the upper right on this page. Of a new shade, called "petrol," not quite black, not quite green and not quite gray, the wide-sectioned skirt is trimmed with wide and narrow black velvet ribbon. The almost tight bodice with its simple lines and the new mutton-leg sleeve with its dropped shoulder-seam are very pleasing. The fulness of

MODEL BY JENNY

Jenny's collars are as unusual this season as they are smart, as this on "Carmelite." Moreover, she considers no frock complete without the underskirt

MODEL BY JENNY

In the middle above is Jenny's "Girette," which supports the fad for high collars but in a rather equivocal way; it confidently announces another taffeta season

MODEL BY ARNOLD

Snug bodices, waists rather high, and skirts with ever so much more than enough material in them are advocated by this Arnold frock of cornflower blue tulle

That tulle has no intention of relinquishing its position over materials like satin, is evident in Jenny's "Pluie de Roses" below of blue tulle and green blue satin

MODEL BY JENNY

the wide sleeve is gathered into an odd roll at the top, which lends a very new look to the shoulder. The high white collar is bordered with robin's-egg blue velvet and silver embroidery; and from the top of the collar in the back hang twin ribbons of black velvet.

The Martial et Armand frock of blue serge sketched at the lower left on page 37 is another interesting model. The skirt is draped slightly, as are several models of the house, and is a trifle longer than the skirts of last season. The wide embroidered belt is vivid in color—all red and gold—and strikes a color note which it requires the severe white linen cuffs and the collar with its black cravat to subdue. Martial et Armand shows many frocks with all-concealing coats. One of these long coats of black velvet with collar and cuffs of putois is sketched at the left on page 40. The odd girdle is of black braid. This coat is all the more interesting because it is almost an exact copy of a garment worn by one of the figures in the old tapestries rescued from the old cathedral of Rheims, and preserved now in the galleries of the Petit Palais, where they are guarded by Belgian soldiers who were maimed in the first gallant resistance of that gallant little country.

The frock sketched in the middle on page 37 is of Bordeaux red velvet and is trimmed with gray fur. A girdle of gray cloth which crosses the front is almost concealed by the jacket fronts. The coat skirt flares violently on the sides stiffened, as it is, with fur, and the full skirt is slightly draped.

All these models are interesting, and so are the silken afternoon frocks, of which one is sketched on page 40; but perhaps the most attractive of all the collection of Martial et Armand, this season, are the evening frocks, of which two are sketched in these pages. One of dull rose faille, fine and soft, is shown at the upper left on page 37. It has a prim little basque cut low and fastened up the front with small buttons of brilliants hooded with shirrings of taffeta. The top of the low-cut bodice is softened with white tulle, and a knot of wisteria velvet is pinned to the left shoulder. The wide skirt is arranged to fall rather flat in front and back,

MODEL BY DŒUILLET

"Camargo," made of salmon rose silk, is enlivened by a silver binding, silver roses, silver embroidery, and silver wings, and its wearer carries a silver fan. The bodice points out one pointed feature in the Dœuillet collection

MODEL BY DŒUILLET

Among the latest developments is the "mouchoir" flounce, the pointed drapery of which is repeated three times over in the middle above on a basque frock of black velvet and taffeta

MODEL BY DŒUILLET

"Lancret," a costume French in every piquant line. It is delicately soft blue taffeta which recalls the brilliancy of the foregoing season in touches of vivid blue and pink. The narrow cravat ties in fascinating fashion in back

MODEL BY DŒUILLET

Made with the flare of the mode and of velvet, the fabric of the mode, is the opera wrap, "Monsignore." Its color is black, its trimming is dignified dark sable bandings, and jet

and the fulness on each side is looped up with roses to give the effect of panniers. I was much interested in the way the skirt was hemmed. The pink taffeta was turned up for several inches and attached to a wide strip of pink chiffon, which in turn was sewed to a very short white silk lining slip. This method of hemming gave a very full rounded appearance to the bottom of the skirt, quite unlike the sharp thinness of an ordinary hem.

The other frock, shown at the lower right on page 37, is of white faille woven with sprays of silver flowers. That is, the corsage and short rounded tunic are made of white brocaded faille. By far the greater part of the frock is of lace. A deep flounce of shadow lace falls from the short tunic, over a skirt of even more delicate lace threaded with silver, which veils the white taffeta underskirt. A ribbon of crinoline is slipped into the hem of this underskirt to lend the desired stiffness to the hem. The back of the corsage is veiled with a cape of the silver-worked lace caught up in the middle back by a spray of pink roses. Two full-blown roses are plainly visible, while the remainder of the spray, veiled by the lace, trails off towards the right hip. This frock is more than usually pretty, and has been a great success.

In addition, Martial et Armand are showing several frocks of white lace and beadwork combined with black lace and jet. Their muffs are huge puffed and shirred affairs of velvet, or equally large ones of fur.

THE SHOWING OF M. DŒUILLET

M. Dœuillet reveals his nationality completely in his creations. To the last thread they are French—French to the last ribbon and buckle—French to the last rose. And Dœuillet makes much of roses this season. He has a group of black frocks—black velvet combined with black taffeta, black tulle, and black lace—that are unsurpassed in Paris. To each of these frocks is added a rose—one small red rose, or perhaps two or three, very red and posed in a manner which may only be described as Dœuillet's own. In one instance, the rose is pinned to a black velvet ruffle on a black taffeta skirt, which is wide and trimmed between hip and knee with several black velvet ruffles. The corsage of this costume is a basque of black velvet.

MODEL BY MARTIAL ET ARMAND

A Martial et Armand mantle of black velvet adheres to the policy of high collars and snug waist-lines, but indulges in a novel sleeve with a slash for just a bit of yellow silk to show through

MODEL BY DŒUILLET

That basques intend to hold their position of vantage in the mode is proved by a Dœuillet basque of black velvet atop a skirt of black Chantilly lace and velvet. Red roses are used "comme toujours" with this house

MODEL BY MARTIAL ET ARMAND

Frugality in bodices and sleeves is advocated by a Martial et Armand frock. The bolero is black velvet and chiffon, the skirt, short of course, is satin-striped black faille, and the underskirt is black velvet

Another of these black frocks, sketched at the top of this page, in the middle, is developed in black velvet and black lace. The basque corsage is adorned with two small vivid roses placed one on each side, as shown in the sketch.

A third black frock, "Milord," is sketched at the top of page 39, in the middle. Here the basque loses itself in front under the plaited frill which tops the plaited taffeta skirt-yoke, and three small roses are posed on the left side. Between the plaited yoke and the comparatively narrow black velvet underskirt three velvet-edged taffeta ruffles, cut in points, ripple and flutter as only such circular ruffles can. The basque front is fastened with straps of folded taffeta laced through slits and firmly buttoned to the basque. The sleeves are long and close fitting.

Dœuillet shows several other black frocks—notably one of jetted tulle, trimmed with bands of closely sewed tubular beads, and one of black tulle audaciously combined with white and christened "Merry Widow."

The Dœuillet skirt is wide and perhaps a little less short than that of last season. Even when it is not frankly circular, the fulness falls principally below the hips. Occasionally the skirt is edged with fur. Sleeves, which in many other houses show marked changes, are modest in size and inconspicuous in form, but are withal no less pretty than the bouffant styles.

Jackets are, as a rule, closely fitted to the waist and flare in circular fashion below. They are buttoned to the throat, where they are finished with high turnover collars of fur, but the sleeves are rarely fur trimmed. An exception—for in fashion there are always exceptions—is the beige frock sketched at the top of page 35, in the middle. Here the coat is the loosest ever seen and almost the shortest, and coat, sleeve, and skirt are edged with brown fur. The sleeve is also an exception, for it is puffed to the elbow and has a deep tight cuff below. Braid-trimmed pockets in coat and skirt complete the frock. Very smart is the tailored costume, "Pickwick," sketched at the lower right on page 32. Here the skirt is of velvet edged with an underneath band of green and black plaid, and the plaid jacket is belted with black patent leather. The blouse of green satin underneath the jacket is very new. A novel turned-down collar fastens on the side and the little cravat of black velvet is arranged to accord with the collar.

MODEL BY MARIA GUY

A smart little Maria Guy hat of black velvet with a flyaway black bird at the back is of just the right size to support a veil with a sprangly pattern. Veil from Van Raalte

The pointed bodice is featured in the Dœuillet collection. In "Camargo," sketched at the upper left on page 39, this pointed bodice is accentuated by a cluster of small silver roses posed at the waist-line. The frock is of taffeta—pink touched with yellow—and it is embroidered with silver on the corsage and bound on the bottom with silver braid. A tiny "modesty" of silver lace fills in the front of the corsage and the wing-like bits of lace which suggest sleeves are also of silver lace.

Very lovely is "Tosca," an evening frock with a bodice of silver lace above a skirt of geranium colored panne velvet, and even prettier is "Lancret," sketched at the upper right on page 39. This frock is of taffeta of a most pleasing shade of light blue, and the square-cut

(*Continued on page 114*)

© Ira L. Hill

Only the fortunate minority can wear the hair brushed sheer from the forehead, but for those who can adopt this style of coiffure the effect is extremely lovely. Charming, indeed, is the whim of the smart woman to swathe her neck and chin or even her entire head in a bit of filmy tulle

© Ira L. Hill

Exceedingly graceful is the loose knot at the back of the head and the little curl or two in front of the ear, which softens the outline without hiding the delicate chiseling of the ear and throat. This is a profile view of the coiffure at the left on the page

In the oval may be seen a slight but effective variation of the French roll. The ends of the hair, instead of being tucked in, are waved and slipped under the pompadour, as is shown in the picture, or under the side that turns over when the hair is parted

The high arrangement of the hair, at the left, shows the use around the crown of the head of a braid, encircling a small cluster of curls at the exact top. This gives an extremely attractive effect for evening; this and the coiffure in the oval by Simonson

THOUGH A CHANGE IN MILLINERY FASHIONS OFTEN NECESSITATES A CHANGE IN COIFFURES, THE NEW VOGUE FOR HIGH-CROWNED HATS DOES BUT CONFIRM THE WELL-ESTABLISHED FASHION FOR CLOSE HAIR DRESSINGS, VARIED ONLY BY AN ODD TWIST HERE OR A SMART TURN THERE

TALL HATS? YES,—BROAD ONES TOO

Four New Models Tend to Prove That While Some Hats Are Tall—Aye, Many!—Some Are Broad, and Others neither Tall nor Broad, Merely Smart

A François, Inc., model showing the high crown, which is a smart feature of the season's styles, is made of rose colored velvet with beaded birds in red, blue, green, and black applied flatly to the side of the hat. From the top of the toque hangs a Chantilly lace veil

On a hat of green satin antique from Bendel, black ostrich feathers are fashioned into a snake design ending in a quill in the back, with a head of natural colored peacock feathers in the front. The neck-piece of green satin antique has a collar of ostrich flues and chiffon

Another François, Inc., hat, in the middle of the page, illustrates the rolling brim which will be seen in autumn models. This hat of black velvet is turned up at the back and dented in front, and trimmed with a band of fur finished with a rosette of fur and steel beads

High of crown is the François, Inc., hat of taupe velvet at the bottom of the page. It has a towering taupe feather caught to the crown at one side of the front by a steel ornament finished with a steel tassel. The straight flat muff and straight scarf are of chinchilla

SOME of the most successful of the new hats are very high of crown and narrow of brim. Feeling the stiffness of this type of model, Talbot has, with true genius, hung from the top of the hat a gossamer veil which falls to the shoulders. By this clever arrangement the harsh outline is softened and made more becoming. Wise she is to know the charm and witchery of the veil which partly conceals. Evelyne Varon illustrates the same tedency toward the high crown, but shows also some wide-brimmed hats which flare delightfully at one side, or, possibly, at the back. She uses trimmings sparingly; it frequently consists solely of a bit of fur or steel.

STEEL is to be a feature in winter millinery. Not only are steel buckles used, but also the most delightful ornaments of steel which suggest the jeweler's art, so lightly are the beads strung together. For instance, as in the case of the hat at the bottom of the page, an ornament of steel may be finished with a steel tassel which has hardly more weight than one of silk. These ornaments are especially pretty combined with fur or used to catch up the flaring brim of the hat.

OSTRICH feathers are with us again. Not only has Talbot used an upstanding plume, but Lewis has shown plumes falling over the brim of the hat. They are used in their natural form, and in addition the flues are fashioned into rosettes and ornaments of all sorts. It is quite amazing, the ingenuity with which they have been handled; it is only upon close examination that one realizes that the snake-like design running around the hat at the upper right is really formed of flues of ostrich. Soft fluffy pompons nestled in ribbons on a Georgette hat also prove to be of this adaptable feather.

FUR is manipulated in many effective ways. Suzanne Talbot makes an amusing swallow of ermine, and fetching little birds of beaver are just as smart as their feathered prototypes.

ON a very charming hat made by Georgette, flat trimmings are a notable feature. One of the most conspicuous forms of this type of trimming is velvet twisted into flowers and applied to a hat of the same shade. For instance, in a François model roses and foliage of Georgette blue velvet are placed flat on the crown of a hat of the same color. This one-tone effect has a note of simplicity which is particularly happy in hats for semi-tailored clothes.

VEILS this year have come into their own. They not only drop from the top of the high-crowned hats and fall to the shoulders, but on the wide-brimmed hats, in a number of instances, notably a smart Talbot hat, the veil is finished with a broad band of black velvet, which may either be drawn in around the throat or allowed to hang, as is found becoming. Meshes, as a rule, are very light over the face with a delicate dotted design or a border. This is true even of the Chantilly veils, which will be worn extensively, as well as the simpler net meshes.

WINGS, hackle feathers, pheasant's breasts, and cock feathers are being used, and are rather more prominent than ribbon, although there have been seen one or two instances where a stiff grosgrain bow makes a smart trimming.

THE colors used in hats are always an interesting feature. This season the street suits will be of dull, rich shades, and in many instances, the hats tone with them. With black suits, for instance, the deep Bordeaux red, which is new, tones charmingly, as does Georgette blue, a shade of a bluish purple. Good combinations are achieved in dark green with ostrich feathers or feather fancies in browns. Some vivid rose shades are used for toques, as at the upper left. With dark blue and black hats some white is used in birds or wings, but it is distinctly less noticeable than formerly. Black in hatter's plush, old beaver, and velvet will predominate, relieved by fancies in taupe, or by a steel ornament.

SIX MODELS WITH THE DASH AND THE PICTURESQUE QUALITY USUALLY FOUND AT THE HOUSE OF TAPPÉ, INC.

When Tappé makes a Directoire hat there are no half measures about it, even the merest tyro would recognize it as of that period; but to make assurance doubly certain the artist puts a genuine Directoire collar on the sketch. The hat is of black faille with an antique gold cord and tassel

In a Valentine About set dark blue velvet and tailless ermine are charmingly combined. The hat is of the velvet trimmed with ermine, the vest also is of velvet with ermine collar, while the ermine muff is trimmed with blue velvet and cords to simulate a drum

Just a small china rose on a velvet ribbon trims a new Reboux model of silk beaver, but it is enough. With the hat is worn a voluminous veil of black Chantilly lace bordered with a deep band of black velvet, which may be caught around the throat or allowed to hang free —either way is smart

Characteristic of its creator is a rolling brimmed Tappé model of black velvet faced with yellow felt and trimmed with two yellow felt flowers with black centers

© Ira L. Hill.

"Suzanne Talbot" is labeled a lovely toque brocaded all over with silver soutache trimmed at the edge with cut steel beads, and at the front with an aigret of silver beads. Black tulle drops from the hat so as to veil the eyes

Tappé has very appropriately named "Chauncey Olcott" a dashing brown beaver hat with tall crown girdled with brown grosgrain ribbon and steel buckles

This Marie Crozet hat is one of the new models given a military air by the inimitable silhouette it takes. The blue ostrich feather arches like a helmet plume over the high blue velvet crown, and a steel ornament at the side of the brim adds to the military effect

An inch-wide strip of fur and fourteen ribbon ruffles, yet for all that a fur set. Muff and hat are of brown satin-edged grosgrain ribbon, and a gold ribbon with a brown edge girdles hat, chin, and muff. Skunk fur (somewhat narrow) edges the gold ribbon on hat and muff. This Marie Crozet set and the hat at the upper left imported by Redfern

High flaring wings on a hat give the wearer dash and youth; perhaps that is the reason why in no season are there hats without them. This hat of black velvet has a brim high and very close, the better to frame the flaunting black wings. Hat shown by Margaret Smith

The mode is veiled; here a velvet clover dots the black veil that hangs from the hat loosely over the shoulders. The square bag is black patent leather with a tiny indented stripe and dull silver frame. Veil and bag from Kurzman

Height the turban must have this season, and of velvet it must most often be, and Bordeaux as a color is in the forefront of the Paris color list. Camille Roger combined all these in this crushed but high velvet turban

FIVE HATS THAT ARE SMALL TO NONE THAT AREN'T, AND A MUFF THAT IS RUFFLED LIKE A DÉBUTANTE

Bordeaux—yes, of course Bordeaux—satin Marie Crozet used in this hat, but she dared use with it tea-rose pink satin in a delightful complement of colors. This crosses the Bordeaux brim and just escapes a pink gardenia

The seven-eighths length of the coat, the well-fitted waistline, the wide three-and-a-half-yard sweep to the bottom, these are the new features of the season in this Hudson seal coat. The collar and cuffs are of beaver

Grace and youth is in every line of this flaring fur coat. Hudson seal comprises the body of it, and American opossum flares its edge and collars it to the nose. The barrel muff is as small, almost, as they are made

The long fur coat has double use, daytimes and evenings, and Hudson seal is hardly to be excelled for such a coat. The high straight collar, here of beaver, which is again to be a smart fur this winter,—is the newest mode

FASHION MAKES NO ALLOWANCES FOR WARS AND IMPORTATION DIFFICULTIES AND FUR WILL BE THE RULE, FUR FROM HEELS TO HAT

"Dreadnought" gray fox, as at the left, is the new shade of gray fox which will be in high favor. The muff is round, the scarf close under the chin in the new way; scarf and muff are of one skin each

White fox dyed blue, as at the right, will be a smart fur of the season, as much by reason of its becoming color as for any other beauty. The muff is round, and the scarf muffles the neck to the ears

SUGGESTIONS FOR THE SPORTSWOMAN

WHETHER SHE MOTORS, PLAYS TENNIS,

OR MERELY WALKS CROSS COUNTRY

A Margaret Smith suit improves upon the masculine plan by making pockets decorative as well as useful. The suit is of plum colored English tweed—a color and a material which are especially smart now—and the buttons are plain bone. The felt hat, from Alice F. Lazarus, may be had in any good autumn shade and is an especially practical shape for general sports wear

© Ira L. Hill

Warm with color like autumn itself is the country suit in the oval. It is particularly becoming to the clear brunette type of its wearer, Anna, the beautiful girl who always displays Tappé's gowns to perfection. The coat is of lovely yellow velveteen; the skirt is of black worsted plaided in yellow. Of black hatter's plush is the hat, designed, like the suit, by Tappé, Inc.

The fervor for smocking does not abate, and why should it when a sweater coat like this one of white homespun makes such excellent advantage of it? The coat, which is just the thing to throw on after a strenuous game of autumn tennis, was designed by Mrs. Macy and Mrs. Schmidt. The Alpine hat of green velours, shaped almost exactly like a man's, is banded with ribbon

Fur set the seal of its popularity on the mode by appropriating almost the whole of the motor hat sketched below. The fur is leopard skin with a puffy crown of velvet to match the leopard's spots. The brown chiffon veil may be worn only across the back of the hat, or it may be dropped over the face and tied in the back. Hat shown by Alice F. Lazarus

A HALF-DOZEN SNAPSHOTS OF A DOZEN PEOPLE, TWO HORSES, AND A TENNIS RACKET—NOT TO MENTION THE DOG

One of the most popular members of the foreign legations is his Excellency the Russian Ambassador, George Bakhméteff. The charming personality of the Ambassador and of Mme. Bakhméteff make them valued guests and charming hosts in the gay gatherings of Newport, where they usually spend the major part of the summer season

There is little in the athletic line of which Miss Eleonora Sears is not past master, more especially riding and tennis. At the third Annual Charity Horse Show held at Mrs. George Burroughs's estate at Myopia, Massachusetts, Mr. Frederick Henry Prince, Jr., was mounted on "Babette," the winner of the first prize, and Miss Sears on "Me Too," the winner of the second prize

At the recent Black and White Ball at Narragansett Pier, a midsummer holiday revel in benefit of the Free Ice Fund, Miss Dorothy Norris, a daughter of Mr. Alfred Norris of Philadelphia, led the grand march with Mr. Henry Brevoort Kane of New York, and captured the first prize by her clever checked futurist costume

Photographs © Underwood & Underwood, and International News Service

Mr. and Mrs. Angier B. Duke were enthusiastic witnesses of the boat races held at Oyster Bay in late July under the auspices of the Seawanhaka-Corinthian Yacht Club

A glimpse of Bar Harbor, with Captain Edward B. Cassatt and Mrs. Cassatt at the left and right. They are ardent followers of all the sports, particularly riding, and Captain Cassatt owns a notable stud

Mrs. Leonard M. Thomas and Prince Pierre Troubetzkoy greeting a friend at "Marble House," at Mrs. Oliver Belmont's combined Belgian benefit and suffrage campaign

FIVE WOMEN WHO BY REASON OF MANY DIFFERING TALENTS ARE HOLDING HIGH PLACES IN AMERICAN SOCIAL LIFE

Mrs. John North Willys of Toledo, Ohio. Mr. and Mrs. Willys have purchased the attractive Gates estate in Pasadena, and are planning a winter home there. Lovers of art in the east are hoping this does not mean that their rare collection of old masters will be removed to California

Photograph by Rochlitz

Mrs. Claude Grahame-White is the daughter of Mr. Bertrand L. Taylor and the great-niece of the late Governor Anson H. Flower, of Connecticut. Mrs. Grahame-White spent last winter with her parents in New York but has rejoined her husband in England, where he has command as an aviator

Mrs. Franklin D. Pelton, who was Miss Maud Hanna, and her daughter Elizabeth were well known in Paris society, and so have naturally turned their efforts to relieving the suffering caused by the war. Mrs. Pelton worked at Dinard with the British Red Cross for the first four months of the war, and continues to send money and supplies from America. Mrs. Pelton founded a hospital at Dinard which bears her name and that of her daughter —the Salle Elizabeth Hanna

Photograph by Rochlitz

Mrs. William Ziegler, Jr., at the left, is one of those who delight in country life, and she has a wonderful estate, "Great Island," at Noroton, Connecticut. She and her husband take great interest in the affairs of the countryside season; Mr. Ziegler exhibited in the third annual September show of the Islip Kennel Club

Mrs. Harry Duryea, at the right, is a portrait painter of distinction. Schooled under masters in Paris and in Rome, she began work as a painter of animals, but turned from this to portraits, both miniatures and large canvases, and in this she has done her ablest work

Photograph by Campbell Studios

AS SEEN *by* HIM

A Salmagundi of Countryside Fairs, the How and What of Window-boxes, Light Fiction, and "Movies," and an Uncharitable Word or Two about Unsafe and Insane Masculine Attire

THE first approach of autumn is always exhilarating to me. I find no sadness in the fall of the dry leaves and the disappearance of summer blooms. The forest dies in glory, and with the gradual passing away of the garden we have the beauty of the asters, the chrysanthemums, and the dahlias. Instead of a sad season, this is the season of full maturity, of the harvest and the ripened fruit.

I have just made my annual pilgrimage to the Berkshires, and though Lenox has been gay all summer the season is really on now. We are at the threshold of the autumnal country festivities, the hunt, the county fair, the neighborhood race-meet, and the ever-enjoyable house-party. Everybody is at home.

TOWN ITSELF

Town itself is still impossible, for New York is in a state of much uprooting and confusion. I take a little trip in, once in a while, just to see what is going on. One of the most conspicuous transformations in New York is born, perhaps, of its new style of architecture. It has become a gay city, indeed, architecturally. More than that, those who have beautiful homes and beautiful surroundings are kindly and generous with them; they share their treasures, in a way, with the general public. I think we all have a more tender spot in our hearts about sharing things after this dreadful year. The tender spot was there all the time, of course, but mercy and charity have brought it out and made it bloom more luxuriantly.

This summer, many of the owners of handsome residences left orders that their window gardens and the bright parterres of flowers and greenery which surround their white and gray houses should be kept up. The result has been that Fifth Avenue and the side streets in the famous court end have lost their deserted look. For years, only the Vanderbilts and the Sloanes made their town gardens a delight in the dreary midsummer days, but now the custom is universal, and apartment-houses and smart shops, as well as hotels and clubs—the two last the pioneers in this decorative scheme—have been abloom. One of the most fascinating bits is the little terrace garden of the new Knickerbocker Club. It is a point of vantage from which the members may see and not be seen; from the street there is merely a pleasant glimpse of formally clipped box trees—precise and correct as all good Knickerbocker shrubbery should be—against a background of red brick and white stone. The true old New York architecture, which one sees now around Washington Square and here and there in a few manors dated before the hideous gloomy brown stone mania swept the town, makes the quaintest of backgrounds for flowers and hedges. Indeed, this old-fashioned architecture is not a whit behind the times, but is very much up to date. The old houses with flowers about them form most admirable perspectives for the poster men who riot of late in such profusion of black and white and colors.

THE THEN AND NOW

All the details of the summer's decoration show a great change from a few years ago. Then if we had window-boxes or small patches of garden, we were contented to allow them to bloom only in the spring. The clubs and hotels invariably put out pansies—usually of the dark purple variety—in funereal urns in the month of May but by midsummer all was dry and drear and withered. Now, however, we even pursue the cycle of vegetation into the winter months. Soon our houses will all put on winter raiment of box and cedars and other evergreens, while in the suburbs, and in the country, we shall have listened—as we do every year—to the suggestions of the nurseries, and shall have invested in spruce and pine and hemlock and cedar. The only warning I feel called upon to give is that every one should consider the architecture of the house and its surroundings before investing heavily. All this greenery is very well, but it can be made absurd, and we should curb our desire for over-elaboration. For my part, too many evergreens suggest a cemetery, and there are some plants and shrubs which have been employed in ornamenting these last resting places until they are so associated with them that no amount of gaiety lightens the melancholy atmosphere they shed about them.

OFF WITH THE OLD; ON WITH THE NEW

I think we shall have a sedate winter, but by no means a dull one. There will be subscription dances for the younger set, and there is a promise of a revival of the Horse Show to start the season. If present European conditions continue, we shall have many charity entertainments. The opera promises to be unusually brilliant, and the Russian ballet will be a great attraction. I do not think we shall have another era of private balls such as we went through three years ago. We have tired also of our "Bohemianism"; the sheep have come back into the fold, and the dance halls of Broadway have lost their savor. We have been living in an age when we all wanted to be doing something, if not as adventurous as "doing" Broadway dance halls, then doing something almost as much so. But we have been awakened providentially by the handwriting on the wall. The books we shall read this winter, and the plays we shall enjoy, will, the majority of them, probably be serious. As a matter of fact, there are no best selling novels now, publishers' advertisements to the contrary. Now and then a well-written novel with a flavor of originality pleases, but the wild rush to be ultra sensational and muckraking only disgusts, as a usual thing. Perhaps even the prescribed formula for the short story will change and we can enjoy a magazine without feeling that there will be a "punch" or a "surprise" at the end of every story.

There is a great desire for "personality" in literature; it is the fad of the hour. All the cheaper publications, and two notable examples in the first rank, have been lured on by this mirage. The later stories are all supposed to be confessions of millionaires, of "leaders" in society, of people who lived beyond their means, of those who climbed into society—as if it were a house and they were burglars—accompanied with explanations of how they did it. Names of well-known people are brought in to lend atmosphere, but the authors themselves are screened, and the stories are "anonymous." Perhaps it is not so difficult, when private affairs are aired by all the newspapers and society weeklies, for an enterprising author to keep a scrap book and from its contents turn out innumerable spicy romances. A little juggling of facts, an infusion of fiction, and there you are—none of it strange enough not to be true.

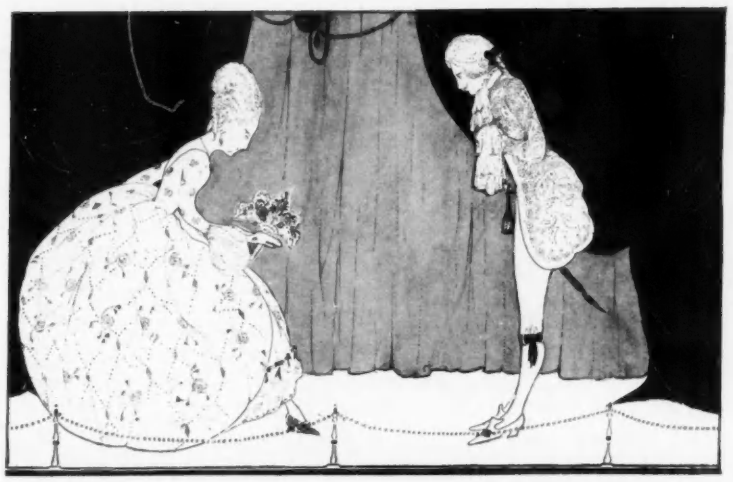
REAL REALISM

As for the theatre, we wait. After the first month of trials, we shall select a few of what are called the leading successes. Each year they are lamentably fewer. Perhaps the rough farce is bearable, when it is not too vulgar, and the reviews and music hall products—call them what you will—may serve after dinner, when one is not over-critical. The masses, for the present, are done with the play. They demand personality and real realism, and they get all this in the motion picture. But even this begins to pall as realistic features are exhausted. I have no doubt that the motion picture is a step to something else. Now it is very crude, for our actors and actresses have not mastered pantomime.

The motion pictures have been a blessing in disguise to the country folk, as it is not so difficult to keep servants, so my housekeeper tells me, where there is a motion picture "temple" of amusement. I proposed laying down a rule to have my people fumigated before they returned to my home, but I compromised when my secretary laid down a rule that they must immediately take a tub. The huddling of crowds in these cheap theatres, the bad atmosphere there, and the possibility of some infection, require that some precautionary measures be taken. I have adopted the practise of several of my neighbors, and I have instructed the housekeeper to make it understood that there are to be no evenings out, for I have not such a large household in the country that I can have substitutes, as I keep all of my people the year around and keep both my town and country residences open.

ART FOR SOCIETY'S SAKE

In society, we have brought out much artistic individuality of late. The poster and the poster art are the *dernier cri* for charity fêtes like the recent one at Newport. Among the artists there was one man, Mr. J. Stewart Barney (to whom we may give the generic name of millionaire), who drew plans for several houses and a public building, gave a most creditable exhibition of paintings, wrote an amusing novel, and designed some striking posters, all in less than six months. It is true that Mr. Barney, although he may be called a landed proprietor, is not an amateur in the arts, as his profession is that of an architect, and he is an eminent one.



AS FOR WHITE SOCKS—!

I could add a note about clothes at Newport and otherwheres, but I refrain. Thank heaven the summer has passed and the Broadway Thespian with his Byronic shirt, his little straw hat over his ears, and his crash Norfolk jacket suit, has disappeared with the—well, with the potato beetles. Also the young men of a class above, quite respectable, who swarmed the summer rooms of the fashionable restaurants in dinner coats with patent leather pumps and white socks — yes, plain American white socks—have passed, and let us trust they will not pass this way again.

Photograph by Kazanjian

MISS ELSIE DE WOLFE

Miss Elsie de Wolfe, who is widely known for the great variety of her social and charitable activities and who also has an enviable reputation as a decorator, has recently moved into a new studio in New York, upon which occasion she held a reception and was assisted in receiving by Mrs. Lydig Hoyt, Miss Anne Morgan, and Miss Elizabeth Marbury

HOSTAGES TO OLD AGE

Modern Grandfathers and Grandmothers Play the Game of Life So Age Can Not Wither Them nor Custom Stale Their Infinite Variety

FEW men, and even fewer women, are content to grow old gracefully. At twenty, we place old age somewhere between thirty and forty; at forty we expect it to overtake us at sixty; and if we pass three score, we regard old age as lying somewhere short of one hundred. We are always a trifle shocked when we read in the newspaper of an accident to one of our own years who is referred to as an aged man. "But then those reporters are always mere infants!" When a youth offers a seat in a public conveyance to a man who still regards himself as young, there is great danger that the polite youngster may be astonished by a vehement and far from appreciative refusal on the part of the object of his well-meant courtesy.

IF the saying that a man is as old as his heart were true, we would all be young, for no man may set a time limit upon cardiac emotions. The amatory transports of old age may be either absurd or pathetic to the observer, but it is an incontestable fact that where the tender emotions are concerned, time does not exist. The man of ninety with normal faculties remembers his early loves as if they were of yesterday. They come back to him fresh as morning dew, and redolent of rich and long-gone perfumes. No wonder the old, living amid these vivid memories, are prone to believe their hearts perennially young.

"AGE can not wither her nor custom stale her infinite variety," is one of the most famous of compliments, but it would hardly please a woman of to-day who had passed her first youth. No man either, however little he may look his years, takes it kindly to be spoken of as "well preserved." As a matter of fact, an intimation that one looks much younger than one's years, however tactfully expressed, is seldom accepted as a compliment. To retain at fifty or sixty, the vigor and activity, along with the hair and complexion, of thirty-five, is evidence of a good constitution and wholesome habits of life. But to retain at fifty or sixty, as some men do, the fresh unlined skin and the smooth countenance of youth, unwritten with the record of thought, emotion, and experience, is to proclaim to the seeing eye that the man has passed through life without really living. Such a countenance is but the smooth mask that conceals nothing. The man seems to have everything but a soul. He appears young because he has done nothing, felt nothing, thought nothing, to make him grow old. This is a form of belated youth that no man craves.

"A MAN is as old as he feels," contains more truth than most aphorisms. The present generation of American children has been robbed of its grandparents, for the old lady and the old gentleman no longer sit by the fire and spoil the grandchildren. Grandmother is off to a dance or a suffrage meeting, while grandfather plays golf the whole season through. Grandmother's caps are a drug on the market, while grandfather's stick has been banished to the garret. The old lady and her husband feel a dozen years younger than their parents felt at their age. It is no longer an impropriety for grandparents to do the things once thought twenty years too young for them. The grandchildren really miss a delightful something that genuine grandparents used to contribute to domestic life, but, strangely enough, the youngsters have not abandoned the traditional deference due from youth to age. It survives as a sort of chivalric tradition, though how long it can survive in so practical a society as ours, who can guess? Perhaps the grandchildren like it better than the grandparents. It is patently absurd for all the young people of the house to be constantly on the watch for the comfort and safety of an old couple who decline to grow old, and who come and go with a briskness and vigor hardly surpassed by youth itself. Perhaps the fiction of venerating grandparents will continue indefinitely, unless, indeed, great-grandparents shall take the place once occupied by a younger generation in American households.

WOMEN AS CREATIVE MUSICIANS

Women Break a Lance or Three or More against the Sphere of the Composer, in Which Man Has Reigned in Solitary State since Time Immemorial

(c) Kate Pragnell

Among many other notable things, Dr. Ethel Smyth has produced "Anthony and Cleopatra," and "Der Wald"

IN the days of our grandmothers nearly every girl, while receiving the education considered suitable for the women of her time, studied music merely as an accomplishment and with the object of pleasing relatives and friends by her performances. Piano playing was thought to be, perhaps, the most desirable form of instrumental music, and many early morning hours—for it was particularly virtuous to practise before breakfast—were given to the repetition of the florid salon pieces fashionable at that epoch. Miles of scales and chord passages, exercises by Czerny, études by Bertini and others, were played with conscientious attention to the stiff uncompromising method then deemed indispensable, the high seat, lifted fingers, "hammer" touch, and elbows held close to the sides. All of this work was, in many cases, agonized through, in preparation for an "elegant" rendering of such compositions as "The Battle of Prague," "The Maiden's Prayer," and variations on "Listen to the Mocking Bird" and "The Blue Bells of Scotland." These were for years among the favorite "pieces" for graduating exercises in female seminaries.

If the majority of those diligent students had been asked to write the scales and arpeggios which their fleet fingers scampered through morning after morning, to name the intervals of even simple chords, or to tell at a glance in what key was written the showy piece which was being practised so arduously, how surprised they would have been. Their work in technique was all read from books, and they knew nothing of the alluring methods by which even the youngest pupils of the present day are taught to transpose their exercises into every key, to build major and minor scales and chords almost as readily as they construct the block houses in their play rooms, and to sing at sight melodies to which they are able to write easy accompaniments.

Until somewhat recently, especially in America, a girl's ability to play an instrument has usually been developed far in advance of any study of the theory of music. In her fascinating book, "Music Study in Germany," Amy Fay speaks of her first harmony lessons with Weitzmann, in 1869. She was a fairly advanced piano student, filled with enthusiasm and high purpose, and, before many months in Europe, wrote home of learning a difficult scherzo of Chopin and a concerto of Beethoven, but she was a beginner in the harmony class and said, "I go to him, because Ehlert says I must, but, as I know nothing of the theory of music, it is extemely difficult for me to understand him at all." One knows that thousands of haunting and tender themes have been crooned at twilight over the downy heads of babies. Is it not the actual inability readily to write their fugitive ideas, rather than lack of invention, which accounts for the scarcity, in

(Continued on page 110)

(c) Elliott & Fry, Ltd.

Mme. Guy d'Hardelot, whose "Sans Toi" established her reputation, spent her childhood in a Norman castle

(c) Lallie Charles

"In a Persian Garden," was the song cycle through which Liza Lehmann became famous as a song writer and composer

(c) The Dover Street Studios

A writer of the English ballad type of song which proves its worth by its popularity is Miss Teresa del Riego of London

(c) Lallie Charles

"Indian Love Lyrics" and "Japanese Love Songs," are perhaps the best-known of Mrs. Amy W. Finden's music

Two photographs by Henri Manuel

Mme. Chaminade comes from a musical family. It is her piano compositions that represent the exception to the rule that the works of women composers are seldom played in recital by famous musicians

A musician with talent and workmanship of a high order is Lily Boulanger, who comes from a musically gifted family, and who took a "premier prix" while she was studying at the Paris Conservatory

One of the first gaieties of the Wimbornes' court was a garden-party at "Viceregal Lodge." The Honorable Mrs. Ian Maitland and her sister, Miss Bell-Irving, and an officer friend

Irish wit and beauty graced the day. Lady Mary Plunkett, daughter of the Earl of Fingall

The Irish dearly love smartness and display, and the new régime bids fair, should the war end, to satisfy them. Lady Weldon chatting with the Honorable Mrs. Robert Dewhurst

LORD WIMBORNE, NEW LORD-LIEUTENANT OF IRELAND, HOLDS INFORMAL COURT AT "VICEREGAL LODGE," PHOENIX PARK

Perhaps the Viscountess Powerscourt and Captain Kennedy are looking at the distant Dublin mountains, which are to be seen from Phoenix Park. The Viscountess is mistress of the finest castle in Ireland, Powerscourt, County Wicklow; Captain Kennedy was wounded early in the war

The Honorable Rosamund Grosvenor, a cousin of Lady Wimborne, with the Honorables Rosemary and Cynthia Guest, the daughters of Lord Wimborne. When the new Viceroy and Vice-queen made their state entry into Dublin, the children were the chiefest interest of the day, excepting only their mother

Photographs by Poole, Waterford

Miss Arnott, Lady Arnott, and the Countess of Drogheda (extreme right). Lady Drogheda is notable for many admirable things; she is known as an English beauty; on her marriage she adopted one of the oldest Irish titles; and she keeps up the brilliant hospitality of Moore Abbey

The state is driven four-in-hand. The Irish have warmly received Lord and Lady Wimborne, their virtual king and queen, not more for personal reasons, than for the well-grounded hope that, with their coming, they shall have gay society and an unusually brilliant court

THE LONDONER PASSES

Three Royal Purple Days Filled with Three Purple Events and Rounded Out at the End by a Royal Purple Afternoon at Ranelagh

OH yes, there was a London season after all. It lasted for three purple days; the glitter and gorgeousness of it extended from Whitehall to Ranelagh, illuminated every distinguished countenance in town, and showed Society gathered together with, apparently, the old careless brilliance. It was Charity, of course, that saved the season from a social whitewashing. No people work harder for sweet charity than the English, and none show such genius in making their charities amuse them. The particular group of gaieties that came clashing all together were under such magic auspices that they not only stacked up sovereigns for several splendid causes, but cajoled the very elect into enjoying themselves.

ROLLING THE BALL

The ball started rolling with the gala day of Henry VIII. All was indeed Stars and Garters, from the royalty in the boxes and stalls, where King Manuel, unfortunately bored, with Queen Augusta Victoria, a most chic personage, sat in a democratic front row, to the blinding stellar array on the stage. Queen Mary, in another blue gown and her superb sapphires; Princess Mary, fresh as a wild rose, and almost a beauty since she has substituted a girlish Dutch neck for her usual high-boned collar; and the King, as always conscientiously the King, were the objects of eager glances.

Had their Majesties been present at the Savoy the next day, they would have seen the theatrical world in quite a different mood, away from the stern eye of Wolsey, for the much anticipated Souvenir Luncheon was on, the luncheon of a thousand and one guests. The luncheon was given for the benefit of the Three Arts Women's Employment Fund, created to help painters, musicians, and actresses who are out of employment on account of the war. Mrs. Kendal and Miss Lena Ashwell launched the scheme. Mrs. Carl Leyel managed it, practically every celebrity of the London theatrical world did his bit to make it amusing, and all the artist world of London was there.

The crush at two o'clock was crumpling but smiling. The bright familiar rooms of the Savoy overflowed with tables, gay with flowers and presided over by distinguished exponents of the three lucky arts. In the middle of the main room were Madame Clara Butt, whose gorgeous voice led the singing of "God Save the King" at the end of the feast, and Miss Constance Collier, surrounded by a score or more of guests who were perfectly enchanted, as was every one there, to lunch on Olympia. At other tables hospitable honors were done by Mr. Gerald du Maurier, an accomplished host; Miss Ethel Levey, who wore a rosy rapturous Lucile frock; Mr. Edward Knoblauch, far from depressed by the abrupt end of "Marie Odile"; Miss Olga Nethersole, in a Sir Joshua Reynolds leghorn hat; and Lady de Bathe (Mrs. Langtry), in midnight blue chiffon with bits of rose embroidery here and there and a severely brimmed large hat trimmed with amusing futurist cherries to top her off. How this Lily of the late eighties manages to keep her bronzy hair bronzy and her natural youthful complexion naturally youthful is a mystery. Lady Tree was at the luncheon in corn color, piquant and vivid; and Miss Marie Corelli wore a frock of ivory organdy painted with baskets of flowers, and a Royal Academy picture hat massed with mauve and white feathers. Mrs. John Lavery, the slim, slightly Titian, and wholly beautiful American wife of the Scotch painter, appeared in smoke colored stuff with bands of silver spangles on it. Mrs. Lavery, who was Miss Hazel Martin of Chicago, and who, with her sister, was the center of admiration in the artist colony of Paris during her student days, is much admired for her chic and loveliness. She is herself a painter and a clever one. Mme. Genée appeared, as she always does, like a bit of thistle-down among heavy-blossomed flowers; and Miss Elsie Janis wore a smart white tailored suit. Mr. Dennis Eadie, "that pious fraud, the man who stayed at home," as the poet laureate of the luncheon described him, was much in evidence.

No, it is not seaweed nor sausages; Miss Laurette Taylor is selling Mr. Henry Bourchier's Henry VIIIth beard as a souvenir

(c) E. O. Hoppé

Miss Katherine Page, the daughter of the American Ambassador, was married to Mr. Charles Greely Loring in the Chapel Royal of St. James's in August

THE LIMERICKSHAW

Every table had its host's name boldly displayed, and printed below it the limerick which Mr. Arthur Wimperis had written for each one. These amusing *vers de société* were read after the guests had discussed the menu to the melodic uproar of the Irish Guards Band.

When the ladies had lighted their cigarettes, when had come the coffee with the strength of twenty men, then was heard the voice of the "limerickshaw," Mr. Arthur Bourchier, Mr. Henry Ainley, Mr. Lewis Waller, and other such rhymers.

The limericks were lovely. The rhyme for Miss Elizabeth Asquith, one of the hostesses, and the clever young daughter of the Prime Minister, was,

"To ask for alms is quite a pleasant
task with
So eloquent a pair of eyes to Asquith."

And even Hood would not have scorned the ode to Miss Marie Lohr:

"You can't resist her when she asks for
more;
Her name is Marie but her word is Lohr."

The real fun, and finance, of the affair was the auction of the souvenirs, which took place in the large ballroom, where late the stranded American stood. Scores of picturesque mementos had been donated, from an oldtimy, staring, red-cheeked doll, dressed by Queen Alexandra, to a "A beautiful sculpture of Miss Levey," as Miss Elizabeth Asquith, who auctioned the darling, expressed it, a doll-replica (by Lucile) of the costume in gray, green, and silver which the actress wears in "Watch Your Step"; and from the necklace worn by Miss Mary Anderson in "The Winter's Tale" to the embroidered shoes in which Madame Adelina Patti first stepped into the rôle of Carmen everybody seemed to have simply donated his full collection of souvenirs for the occasion. Sir Philip Burne-Jones, Sir Frederic Cowen, and Mr. Gerald du Maurier were the official auctioneers, with now and then a pretty hostess as understudy. To hear Mr.

(c) Malcolm Arbuthnot

A strikingly beautiful figure in the affairs of London society is Mrs. John Lavery, the wife of the Scotch portrait painter. Mrs. Lavery is a painter herself

(c) Topical Press Agency

The advent of Gaby Deslys in a beautifully decorated motor was one of the "events" of the French Flag Day; she sold flags for her country and so endeared herself to her countrymen even more, if that were possible

(c) Malcolm Arbuthnot

Ethel Levey and the doll-replica of herself as she appears in "Watch Your Step." Both she and the doll, which at the Souvenir Luncheon brought a good figure, were gowned by Lucile

Mme. Clara Butt "put up" the limerick lace veil worn by Mme. Albani in the bridal scene of "Lohengrin"

du Maurier affirm with solemn conviction that "Miss Marie Corelli's famous lucky moonstone ring," which he held in his hand, would bring the most "remarkable fortune" to any one who possessed it, was enough to make people scramble over each other to bid for the mascot. Miss Laurette Taylor's comedy over the bidding of Mr. Arthur Bourchier's home-grown Henry VIIIth beard was as amusing as any moment of "Peg o' My Heart"; but for all "Peg's" wit, the Bourchier beard failed to go until the red cap worn by Miss Ellen Terry as Portia was thrown in, and then some one straightway sang out, "Six guineas for the historic lot."

While the auction went on, Mr. Dudley Hardy, who paints the war pictures, and the inimitable Mr. John Hassall made instantaneous sketches of people at bargain prices in the small ballroom; in the White Room the occult flourished as the celebrated clairvoyants of London, Mrs. O'Gorman, Mrs. Lake, and Mme. Betty peered far far into the future.

The observer with social knowledge found his best entertainment in watching the celebrities, who adorned the scene in groups and otherwise. There was Hall Caine, all eyes, brow, and high collar, yellow as parchment, chatting with Ben Davies, ruddier than the cherry; there was Mrs. Kendal, who changeth not, with fine old Sir Charles Wyndham, dean of the English stage knights; and yonder was Sir Squire Bancroft, with beautiful white hair and kind face. Sir Herbert Tree, with his delightful high-shouldered air, and that superb woman, Miss Julia Neilson, were chatting; heaps of Terrys—Miriam and Fred and Beatrice and Olive and Kate—were there, and really everybody who is anybody at all on the English stage or in English art had a part somewhere in the scene.

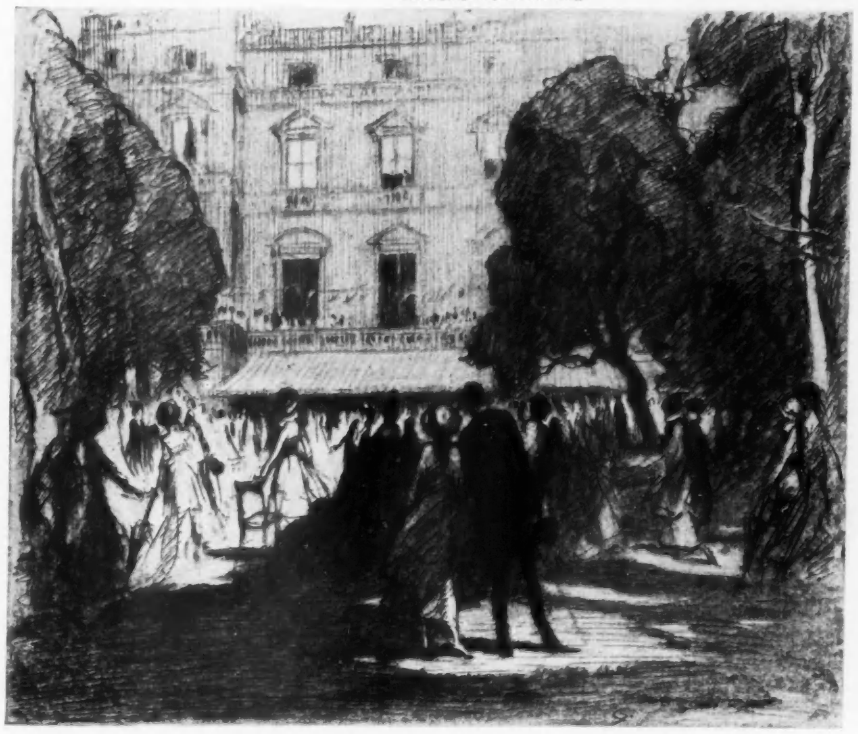
THE THREE QUEENS' GARDEN PARTY

A picturesque and important event of the purple week was the Three Queens' Garden Party on France's Day, at "Montagu House," the residence of the Duke and Duchess of Buccleuch in Whitehall Gardens. The idea of France's Day originated with the Duchess of Somerset and Lady Arthur Paget, Mrs. Paran Stevens's oldest daughter, Mary. Because of its peculiarly distinguished patronage, the garden party brought together a greater array of strawberry leaves than has been seen in a social atmosphere since the war began. After a morning of French music in Westminster Abbey, a very beautiful low mass at Westminster Cathedral at noon with a brilliant diplomatic and pontifical attendance, and a benefit luncheon that brought everybody to the Ritz at one thirty, society made its way to "Montagu House." It found an interesting group of fashionable women already there, presiding over the various stalls scattered through the rooms and filled with articles, frivolous and practical, contributed by the leading French houses of London.

Practically everybody in London who ever saw either side of a footlight was present, or at least also present, at the souvenir auction in the Savoy

Photograph by H. N. King

The Chapel Royal of St. James's, which this August witnessed for the first time an American girl's marriage, has been the scene of such royal marriages as that of Queen Victoria



The Three Queens' Garden Party at "Montagu House" was one of the biggest purple spots in the short and swift and purple London season; a great deal of money was made for war relief work

Punctuality was the keynote of this occasion, when three queens and ever so many princesses had announced their intention of being present. One of the first personages encountered was Lady Randolph Churchill, who was busy taking in the shillings for the French vaudeville performance that Mr. Alfred Butt had arranged. The Honorable Mrs. John Ward (Jean Reid) sold lingerie, and Lady Crewe, who was Lady Peggy Primrose, daughter of the Earl of Rosebery, disposed of blouses from Paquin and Worth. The Honorable Mrs. George Keppel was assisted at the French leather goods stall by her two daughters.

At Carlier's magnificent donated collection, the Princess Royal lingered and admired; at this booth the Marchioness of Ripon sold pearls and gem-studded cigarette cases and enameled watches and sapphires and things, while divers gentlemen with a courteous Scotland Yard look hovered alertly near.

At the bag booth were Mrs. Astor and Lady Ancaster, the former Eloise Breese. The third beauty of this trio was Lady Ridley, who was the Honorable Rosamund Guest, sister of Lord Wimborne. The three daughters of the Duke of Buccleuch, two little girls and one old enough to think hazily about being a bud, her hair still down, made a winsome picture, dressed alike in white frocks, chiffon sashes, and broad Romneyesque hats. They sold tricolor posies and rosettes and were adorably English.

ALEXANDRA CAME FIRST

The real animation of the occasion began with the arrival of the queens.

(*Continued on page 106*)

Marie Corelli added another to her long list of "best sellers" when her lucky moonstone ring proved to be the best seller auctioned off at the Souvenir Luncheon

WOMAN AS SHE DOES NOT SEE HERSELF

Immortalizing the Lift of an Eyebrow, the "Pouf" of Pretty Lips, or the Shrug of a Shoulder That Are Guideposts to the Nature of Woman

UNLIKE those of her contemporary sculptors who are serious-minded and depict the toiler of the world, Mrs. Ethel Myers, the wife of Mr. Jerome Myers, the well-known painter of the New York East Side, and the mother of Virginia Myers, the little girl dancer who has charmed New York, selects as her models those who neither spin nor weave. With startling realism her "pen and ink sketches in plaster" represent the idle strollers who, on fine days, sally forth on Fifth Avenue and Broadway. These miniature figures the artist aptly calls "portrait impressions of the passing show."

Not so smug as some, yet smugger than some, is the "Débutante" who flings back her cloak—yes—deprecatingly

The "Crinoline Girl," who tops her knife plaiting with a hat too negligible to notice, save that it costs one eye, is lorgnetted by a lady of weight

The haughty damsel who promenades Fifth Avenue with her Pekingese thus challenges some unkind traffic policeman

IMMORTALIZING THE IMMORTAL

The type Mrs. Myers has elected to portray has heretofore been given scant attention in sculpture, but she treats her subject with accurate knowledge and keen appreciation of its physiological value. Each diminutive figure is full of life and movement; the complete group represents a score of phases of metropolitan life, and forms a diverting record of many sides of contemporary social activities. Satirical the figurines undoubtedly are, but their creator has too nice a sense of discrimination to cross over the line that divides the satirical and the burlesque.

Mrs. Myers thinks that the woman of to-day has worked out in herself an ideal that is peculiarly her own, and is, for this reason, worthy of some serious recognition. She believes that women who are of a type deserve to be immortalized, and so she finds her models wherever she goes; it may be the street, the theatre, or the public park that contributes the type for which she is searching.

The sketches are first made in pencil; a wax figure is modeled after the drawing and then cast in plaster. Mrs. Myers completes the figures by painting them; painting was the first medium in which she achieved notable success, though her work in serious subjects is probably not so widely known as her humorous sketches in black and white.

We can imagine all the little figurines of Mrs. Myers's models set up on an imaginary diminutive Fifth Avenue. There walks the ponderous matron with ample curves too sternly repressed, firmly clutching a befeathered hat as she beats her way against the wind. Here trips a slimmer figure, a Pekingese crouched against her willowy height; the haughty damsel makes a challenging gesture, and we take it that some traffic policeman threatens her favorite's nose with a muzzle. A dressmaker's apprentice skurries by her, and glances eagerly, appraisingly at her smart gown. Enviously she notes every detail, fearful lest she miss the latest note of chic. Her own clothes cling limply about her meager body and phantom legs, and from underneath a huge hat trailing pretentious feathers, her old-young face peers out. Convincingly gowned girls in a little group just out of the matinée lean forward with their heads confidentially inclined in the exchange of vacuous nothings. One can almost hear the "I saids," and "he saids."

EVERYBODY BUT THEE AND ME

Each figure is a graphic portrayal of a predominant type encountered on the promenades of a large city. All are reproduced with consummate skill and rare human sympathy. Mrs. Myers cautiously refrains from betraying her own point of view about her unconscious subjects; she simply permits them, in the simplest yet most subtle manner possible, to reveal their own point of view about themselves. Supreme self-satisfaction is the keynote of the whole varied assemblage which she has bodied forth.

Even the portly automobile man in ulster and goggles suggests a complacent faith in his own efficiency, as he waits impatiently for his chauffeur to repair his car. This air of triumphant smugness is also a significant characteristic of the figurine, "In the Opera Corridor," in which an effulgent lady with a weighty manner wanders forth to "lorgnette" the lady who flaunts by in a riotously plaited skirt. The diminutive hat affected by the plaited lady almost submerges one eye, and gives her a sophisticated look.

A very recent addition to the group which Mrs. Myers calls "Spring Beauties" is the "Bloomer Bathing Girl." She is sparsely clad in a trig bloomer suit, high boots, and a turban-like cap. She tosses back her cloak as if by no means ill-pleased with her well-turned-out self. "The Débutante" is less smug. She seems to be hoping you will find her as charming as the mirror tells her she is, but it is with a deprecating gesture that she flings back her coat. This figure is still unfinished.

"The Passing Show" would be incomplete without the omnipresent suffragette, a self-reliant damsel marching staunchly forward with a book tucked securely under one arm while the other is raised as if in protest. Militancy is emphasized by two large and aggressive hat-pins thrust into an uncompromising hat.

The more serious aspects of sculpture do not appeal to Mrs. Myers as being her own particular form of expression.

In her own field, Mrs. Myers's work is unique and charming, and she feels that the woman who devotes herself to fashion, achieves results which, while at times amazing, are nevertheless as worthy of recognition as the average idealizations of portrait painters.

RUTH MACFARLAND FURNISS

PUTTING ART IN ITS PLACE

"Down with Art for Art's Sake," Cries the Iconoclast, "and Up with Art for the Sake of Peace, for the Sake of Those Who Live with It"

WE ARE sometimes told that utilitarian theory has not successfully invaded the realm of the fine arts, that music, sculpture, painting, and the higher forms of pure literature serve no strictly useful purpose, that they are divorced at once from the ethical and the practical. Tolstoy, however, in old age, felt that there should be no literature without definitely intended moral purpose, and there are those who discover moral significance in all the fine arts, even music. Architecture, of course, is a fine art which ministers directly to practical use, and not even the famous phrase "frozen music," as applied to architecture, can blind us to the fact of its primary utilitarian character, while it has often called sculpture to its aid as a decorative adjunct not without structural significance.

TESTING TASTE

In no department of taste is the test of use more essential than in the decorative arts as applied to objects associated with daily human life. There is no sounder axiom in esthetics than that which decrees that an article of use shall first of all be suited to its purpose, and not rendered useless, ineffective, or inconvenient by ornament, however beautiful. A house in which human beings are to pass their daily life is intolerable to sane minds if overladen with useless or impertinent decoration. The heavy applied ornaments of the later Georgian period in domestic architecture can almost destroy the comfort of a house for persons of sound taste. We sometimes tolerate absurdly ornate chairs of tortured shapes and inconvenient size in our reception rooms, where callers are entertained formally for a few minutes, but we decline to admit such monstrosities to our familiar private apartments. There must be a good many families just now ruefully contemplating the art nouveau horrors with which they cluttered their homes a few years ago. We all know those massive paper-cutters with handles that nobody can grasp in comfort, those huge penholders of carved wood that weary the fingers even as one signs one's name, those ornate silver-mounted scissors that leave the thumb aching, those inkwells with ten drops of ink in a hideous lump of silver. All such objects are examples of an art that fails in the supreme test of use. Their ornamentation, not subordinated to considerations of practical convenience, is a mere alien, an interloper, the enemy of use, an offense to that sound taste which demands structural significance in decoration.

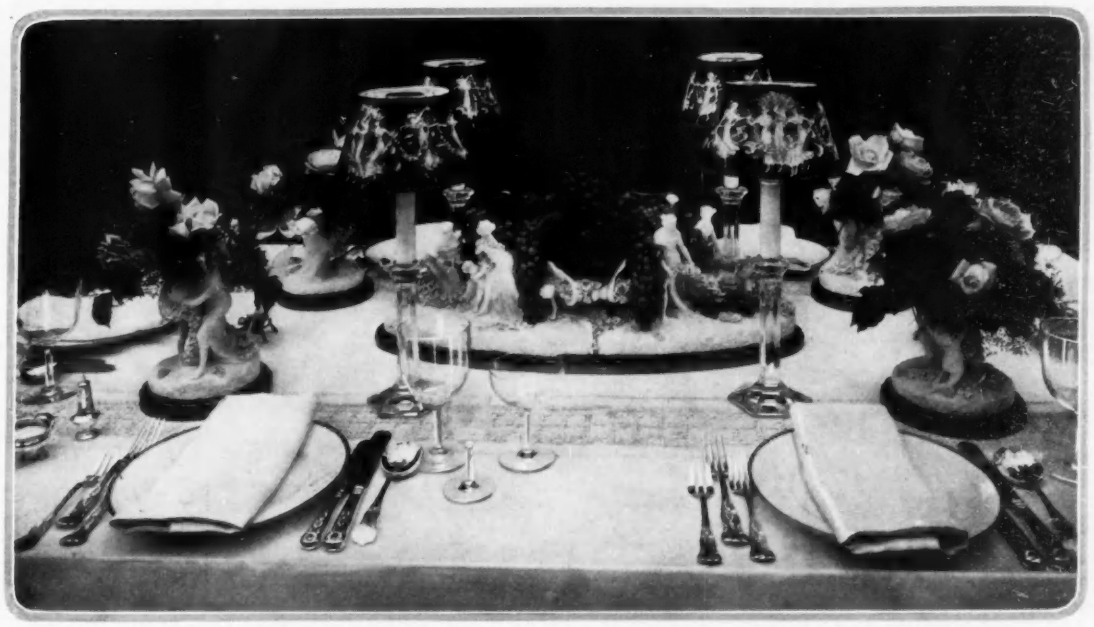
DIVORCING USE AND ORNAMENT

Vast fortunes suddenly made are in part responsible for the divorce often seen between use and ornament in the style, finishing, and furnishing of too many American homes. The intent of the owner has been to express, in his domestic surroundings, wealth rather than taste. Every land of Europe and every period of decorative art have been laid under contribution to make the hotchpotch of furniture that robs such American homes of taste and repose. A manservant must be summoned when a chair is to be moved. The heavily carved edge of the library table is a pain alike to the hands and the eyes. Some huge carved object of old oak or marble, that perhaps once had a use in the Italian palace whence it came, stands like a sphinx asking its riddle of every one who passes through the entrance hall.

If one has money to burn one should, by all means, burn it, but should not spend it in creating a hideous house and giving it the aspect of a badly administered museum. The way back to sanity in domestic interiors lies through considerations of use. There is room enough for the display of magnificent ornamentation in the show rooms of a house, if one must have show rooms, but, in the name of serenity, let us have genuinely useful articles of tasteful design and restrained decoration in the less formal parts of the dwelling no matter how rich the owner, and, above all, in the chambers, where the note of peace should soothe to slumber.

FOR THE HOSTESS

Let Us Eat and Drink by the Newest Recipes, for To-morrow Come Still Other Spurs for the Appetite



This table, Miss Katherine Van Ingen's, won a first prize at the Southampton Show. The dull white centerpiece of Wedgwood ware and the four white corner statuettes were surmounted with color in fruit or gorgeous flowers. Frivolous dancing figures were painted on the dark candle-shades, and the white china bore only a conservative narrow gold band

IN the days when our grandparents made their voyages to the sunny land of France in sailing vessels, there was a name heard in Paris that was synonymous with everything delightful in the way of food and drinks. It was the name of Bontoux. Long long years have passed since Madame Bontoux's time, but the little shop where she reigned supreme in the rue de l'Echelle still remains. She opened in the splendid forties a tiny establishment in the rue Montesquieu—an establishment perpetuated by Eugène Sue in his "Seven Cardinal Sins." From that to the larger shop in the rue de l'Echelle was a triumphal progress. Capricious to a degree, this good shopkeeper sold her wares according to the whim of the moment, and if she chanced to dislike a person, woe be unto him! His offers were in vain, though he proffered a hundred times the value of the coveted dish.

ALL FOR A QUAIL

Since she was near the Comédie Française, Rachel, the famous actress, who was also a noted epicure, frequently patronized the shop after rehearsals. One day Rachel chanced to go in while a hamper was being packed for Nicholas I. A dozen magnificent quails strung on a skewer took her eye. "I want those!" she said imperiously to Madame Bontoux. "And you will have to want, *ma petite femme!*" replied Madame with spirit. Then Rachel changed her tactics and said most persuasively, "*Mais*, Madame, I will give you ten francs apiece for them!" "*Non*, not for ten crowns apiece!" retorted Madame in a tone of finality.

Rachel, disappointed, rose to leave, but just as she reached the door, she turned with a smile and began to recite the famous lines from Corneille's "Horace." The shopman, packing his hamper, dropped the quails. The effect was electrical upon him and upon the good *patronne*. Up jumped Madame from her little counting desk. "Give her the dozen quails and a pheasant besides!" she ordered the shopman; and the tragedienne departed with her spoils, triumphant.

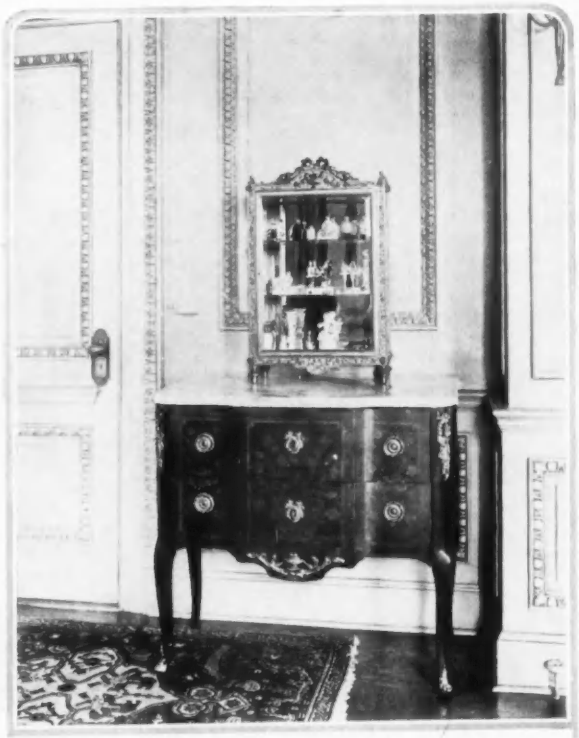
FOR THE TRUE EPICURE

One might give a great deal for a quail, if one had the spirit of an epicure, especially if it were roasted properly—but seldom is a properly roasted quail found in these days. Many a cook seems to think it needs but trussing and baking, and that then it is to be served with the inevitably leathery toast and a bit of cress. But a delicious dish may be made if half a dozen plump birds are drawn and singed, and the livers finely chopped. As much minced chicken liver should then be added and double that quantity of fat salt pork, also minced. To this a last addition is made of some parsley chopped with a tablespoonful of very fine bread crumbs, seasoned with salt, cayenne, and three or four drops of onion juice, and then all are bound together with a beaten egg. The quails are stuffed with this mixture and roasted in a moderate oven

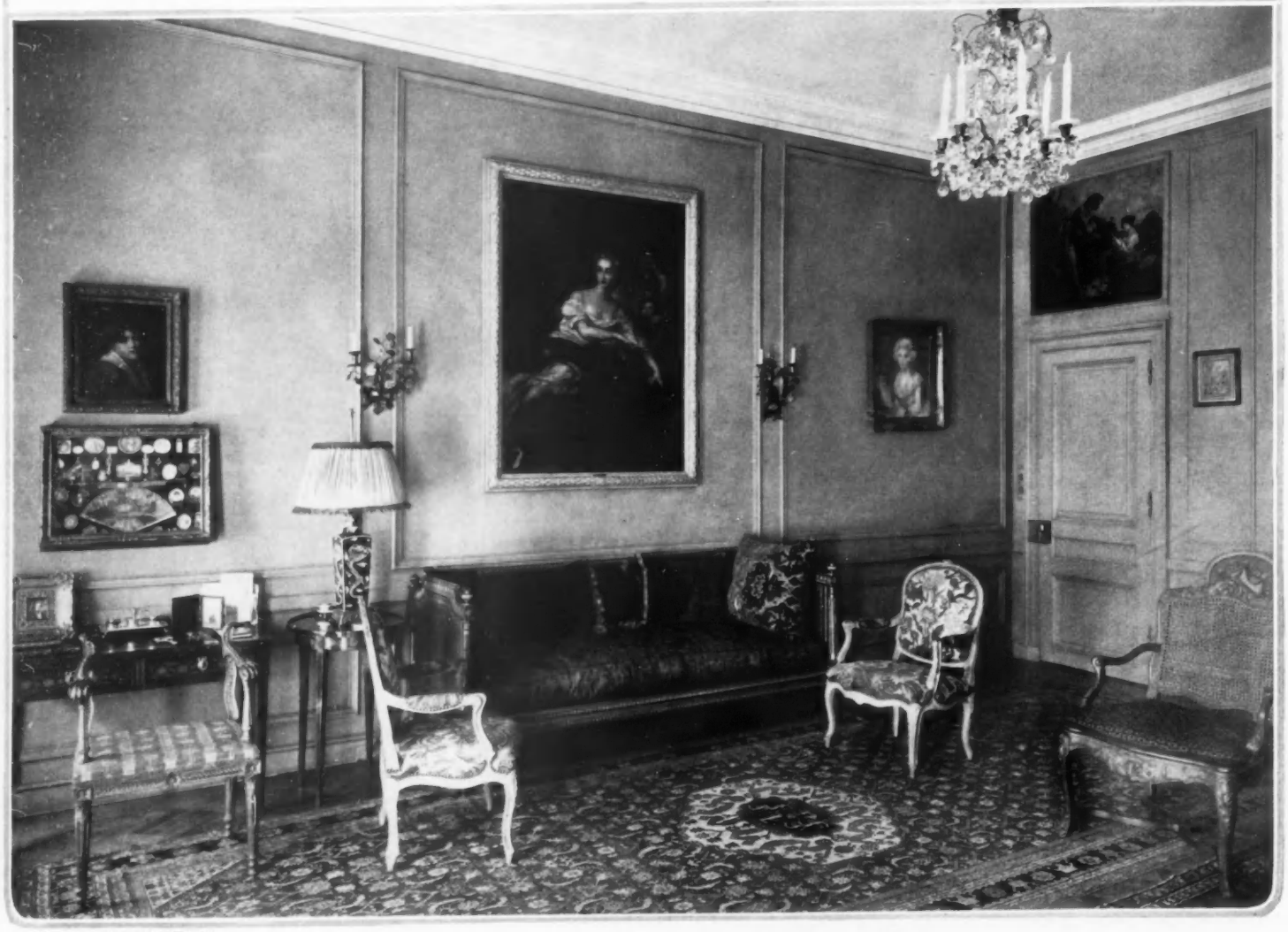
(*Continued on page 134*)

At the recent Horticultural Show in Southampton, Mrs. Goodhue Livingston exhibited a simple and dignified arrangement of black and white, with the addition of a bit of color in the blue larkspur centerpiece, the English china flowered with dull colors, and the colored fruit. White pond lilies floated in a dull black bowl similar to the black fruit bowls, and four white bisque figures were ranged about the centerpiece

Almost austere are the long panels of a hallway in which nothing detracts from the effect of a statue and pedestal softly colored by age. The small lighting fixtures do not assert themselves in the restrained scheme of decoration



A trifle more elaborate, but still delicate and restrained, is the paneling against which is placed a small inlaid commode with a gilt and glass cabinet of diminutive treasures upon it



(c) Miss Johnston—Mrs. Hewitt

By dividing the long paneled wall of a drawing-room into three well-proportioned panels the furniture is framed and justified in its placing, simplicity becomes dignity, and the decorative value of every object is immeasurably enhanced

THE PANELED WALL AS BACKGROUND

For the Room Which Is to Be the Background of Any Life You Please, Any Furniture You Please, Nothing Surpasses the Gracious Placidity of Paneled Walls

NOTHING, perhaps, shows more surely the trend of taste in matters of decoration than the consideration and treatment of walls. That we are at last arriving at a mental attitude of common sense and simplicity is proved by the preference of the discriminating for plain painted walls, broken into panels by narrow painted moldings. There will always be great rooms where oak paneling is suitable, just as there will always be rooms where wall-papers are required, but for the room that is to be background to any life you please, any furniture you please, nothing is so appropriate as this placid, modest background of well-proportioned panels. This treatment not only has the recommendation of extreme economy, it has all the refreshing qualities of our modern ideas of simplicity and the gracious qualities of its French precedents.

FRAMING THE FURNITURE

The eye seeks always a balance, and it delights in a formality of purpose. A long painted wall with an arrangement of furniture against it, and two lighting fixtures upon it, may be safe, inoffensive; but when the same wall space is broken into three large panels the lighting fixtures take their places with precision, and the furniture is framed, justified as it were, in its placing. Simplicity becomes dignity, and the decorative value of every object is immeasurably increased. The long drawing-room wall shown at the bottom of page 58 is an excellent example of this. Imagine the same wall unbroken by moldings. The same furniture might be used, the same pictures hung on the walls, the same lighting fixtures employed, but the effect would be commonplace, a mere spotting of too-small objects against a too-long wall. How much more valuable in the decorative scheme is the large painting by Nattier, fixed in the middle panel of the wall with its excellent molding, than the same picture hanging against an unbroken wall!

There are, of course, many possible variations of this method of paneling, but the two usual methods are illustrated in the photographs shown with this article. In the illustration at the upper left on page 58, the moldings form continuous panels, spaced so many inches from cornice and base-board. This method of forming long panels is especially suitable for a hallway, or for some room where little furniture will be used. It is also to be recommended where the ceiling is rather low. Usually, however, the method is to divide the wall into two parts, with a slight elaboration of the moldings to form a definite division in between upper and lowers walls. This division is usually at the height of a sofa back or of an average table top. The larger divisions of the upper wall are usually repeated in the smaller divisions beneath the chair-line.

Paneled walls of this sort are almost always painted in soft flat color—white, cream, gray, putty color, and occasionally such tones as gray green or pale yellow are employed. The best method is to paint all the woodwork and walls in one tone, depending upon the shadows for variation, but many decorators define the panels with narrow lines of a deeper tone of the same color, and occasionally with lines of entirely different color.

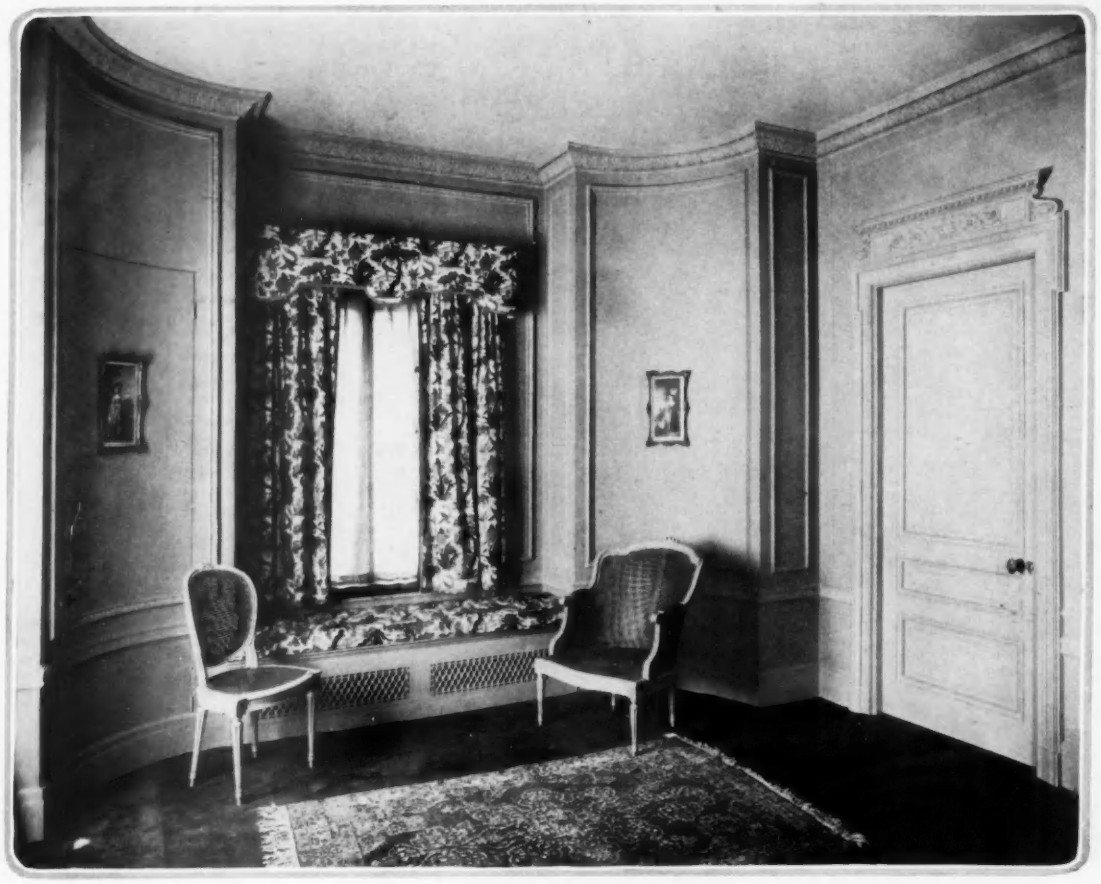
Against the simply paneled walls of an old, New York house appear a painted mirror and a painted console with figures grouped amusingly to advantage

A DELICATE AND RESTRAINED EFFECT

The photographs shown are of rooms with very different furnishings, but with one exception, the photograph at the upper right on page 58, the moldings used are the same. This room is a drawing-room in a New York house, where modeled overdoors and overmantels make elaborate moldings necessary. But here also the effect is one of delicacy and restraint. The small inlaid commode, with its gilt appliqués and marble top, and cabinet of diminutive treasures is all the decoration needed against the paneled wall.

The hallway niche shown in the photograph at the upper left on page 57 is an example of paneling that is almost austere. Here nothing has been allowed to detract from the effect of the statue and its pedestal, softly colored by age. The very small lighting fixtures are well placed in the long flanking panels, and do not assert themselves in this restrained scheme of decoration.

A room paneled in simple fashion in one of those old, old New York houses is shown in the picture at the upper right on this page. Here the wall has been divided into thirds, but fairly wide spaces have been kept on each side of the middle panel, so that a pair of painted consols and mirrors might be placed to best advantage. The tall standards bearing pots of trailing ivy are welcome spots of dark fresh color against the pale wall.



Granted the placid background of low toned walls, gay chintzes and light chairs of painted wood and cane take their places quietly without disturbing the serenity of the room

Photograph by Davis and Sanford

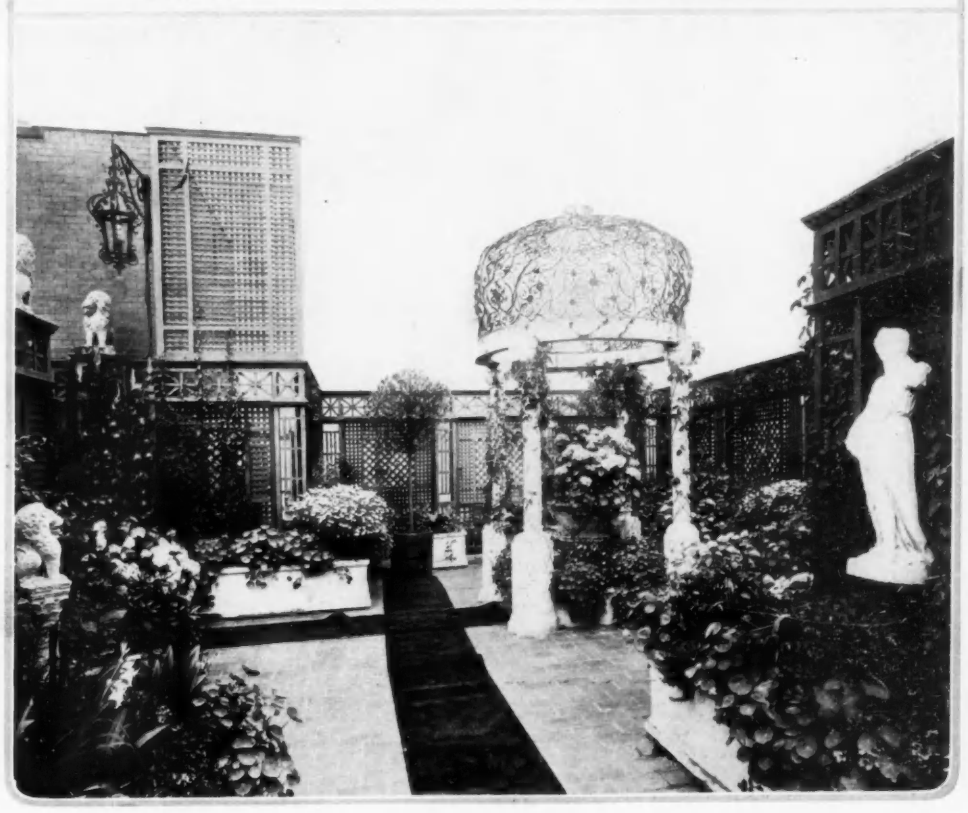
The dining-room is paneled in oak, and is hung with Boisserée tapestries, dull greens and sand color, on which the worsted figures stand out clearly from the silk back; these tapestries are hung free from the walls. Venetian red velvet frames the wide window. The old walnut and oak pieces are Louis XIV. The chairs are especially fine Flemish work; the backs are illuminated in blue and red and gold like the Byzantine ceiling in the studio, and the needlework cushions carry out these colors. The beamed ceiling is dark oak and gold, and chandelier and bracket lights are dull gold

The garden is entered through a tiled lattice-framed loggia, bright with flowers and white with marbles. The garden throughout is an old-fashioned one which the owner himself loves to tend; there are larkspurs and hollyhocks, and daisies and nasturtiums, and here white daisies and white geraniums and white marbles and red rambler roses make a frame for an "Eve," which was picked up in Italy from an excavation of an old Italian garden. The statue stands deep in white geraniums which accentuate its whiteness

THAT THE OLD WORLD CAN BE BROUGHT TO THE NEW AND A FLORENTINE GARDEN GROWN ON A NEW YORK CITY ROOF MR. BENDEL HAS PROVED IN HIS OWN HOME

Photographs by Davis and Sanford

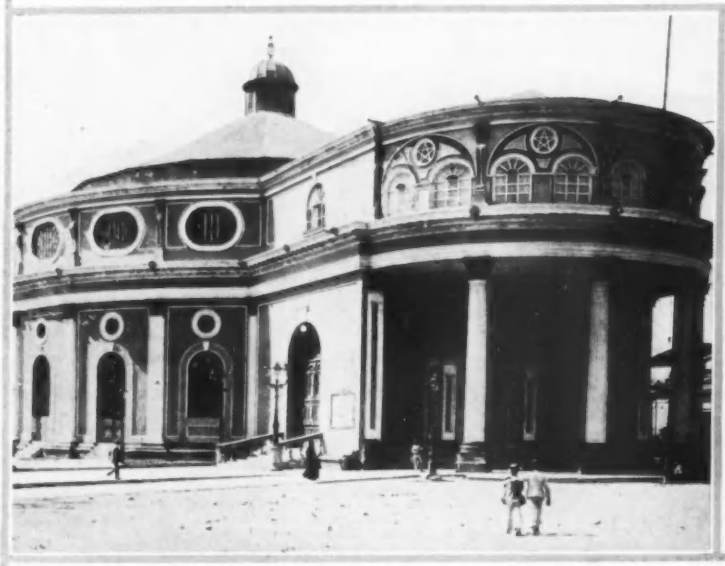
In this apartment has been demonstrated what so many have wished to prove, that an apartment-house roof can be a wonderful garden. The top floor and roof of a New York residence has here been converted into an old-world palace and a garden full of treasures. In the great studio above, the roof was raised for the mezzanine gallery, itself a small reading-room, from which one steps into the garden. The rich Byzantine ceiling of dark oak is made possible by the great height of the studio, and priceless Gobelins and seventeenth century tapestries are admirably hung in it. That in view is a Renaissance Brabant, "The Sacrifice of Abraham." Walls and gallery and divan are hung with sixteenth century Venetian red velvets, deep centers of color against dark woodwork, and old rugs



Close to the entrance to the studio, beside the big tapestry shown above, a great stairway rises to the roof, where blooms a miniature Florentine garden. Yet the garden does not seem miniature, for from it can be seen the busy East River and the rolling country beyond, New York Bay on the south, and to the west the Hudson River, the Jersey hills, and the sunset. The garden is entered at the left through ancient hand-wrought iron gates flanked by lions. Lattice shuts off too-insistent New York and frames old-fashioned flowers and trailing vines, which in turn frame old marbles. In the background is an old rose-covered well with a wrought-iron top of unusual grace of line and proportion; at the right is an old Florentine statue

The most beautiful opera house in the world is the Teatro Colon in the great metropolis of South America, Buenos Aires. It seats thirty-five hundred people and has standing room for one thousand more. This city owes its fine operas to its large Italian population

Rio de Janeiro boasts a number of theatres, but none to compare architecturally with the great Municipal Theatre which dominates the square at the intersection of the Avenida Central and the rua 13th de Maio. It is one of the most beautiful edifices in all Rio



Being given the advantage of a slight eminence of position, the Municipal Opera House of historic Caracas, Venezuela, may be seen from almost any part of the city. Even in a city rich in buildings of extraordinarily beautiful architectural design, this simple stately building, with wide portals and broad low dome, is preeminent

The Teatro de Quezaltenango is in Guatemala. Oddly enough the majority of its patrons are Indians, or half-breeds of Quiché descent. Among them there is a very definite aristocracy than which none was ever more proud or arrogant; it is not long ago that their penalty for marriage with an outsider was death

(c) Keystone View Company

Opera is a necessity to the Latin temperament, and South American opera houses are usually under municipal management, and almost without exception they are of architectural excellence. The National Theatre at San José de Costa Rica is set in a courtyard

OPERA SOUTH OF THE PANAMA CANAL RIVALS THAT OF EUROPE AND NEW YORK

SOUTH AMERICA as an opera center is not so widely known to the layman, or even the lover of opera, as it should be. The development of operatic art on the other side of the Panama Canal has been advancing steadily year after year, and reached a stage in its production which affords exquisite pleasure to the lover of opera, and it has a social side distinctive and picturesque enough to interest the most casual theatregoer. Opera is a practical necessity to the Latin temperament. Indeed, it is of far more importance in South America than it is in North America, and a South American *teatro* much more often accommodates opera than drama. In South America the drama is apt

(*Continued on page 130*)

Five photographs by Janet M. Cummings

To New York, wont to boast of its extravagances in the production of opera, the scope and brilliance of the operatic settings in South America come as a dazzling surprise. São Paulo, Brazil, is the possessor of this municipal theatre, notable for fine productions

© E. O. Hoppé

So far in advance of her years her genius, we might almost be persuaded by little Odette Goimbault to adopt the theory of reincarnation. In the London Granville Barker production of "The Death of Tintagiles," this child dancer played the name part in Maeterlinck's tragedy of childhood

© Underwood & Underwood

An American maid of six summers, Lillian Emerson, danced by royal command at "Marlborough House," London, at recitals in Paris, and at many recitals in the United States. Rhythm comes of itself, for she is wholly untaught

During last season Virginia Janet Mayer gave a recital for charity at the Bandbox Theatre, although she is only eleven years old. This is a pose from her dance "Autumn." This young danseuse, who is also a scholar and musician, does character and folk as well as barefoot dancing

Virginia Myers made her début as a dancer at the Plaza Hotel, New York, when she was only four years old. For four years now she has given her own recitals in the theatres of New York and has been compared to a butterfly in the joy and the lightness of her dancing

© Underwood & Underwood

Atalanta stooping for the golden apple is represented by Miss Mildred Anderson of Washington, D. C., an exponent of the Florence Fleming Noyes system of rhythmic expression. The photograph was taken at the Noyes summer school, South Woodstock, Connecticut

CHILD DANCERS WHO HAVE MADE ALL THE WORLD WONDER JUST WHERE INTUITION ENDS AND ART BEGINS

© Ira L. Hill

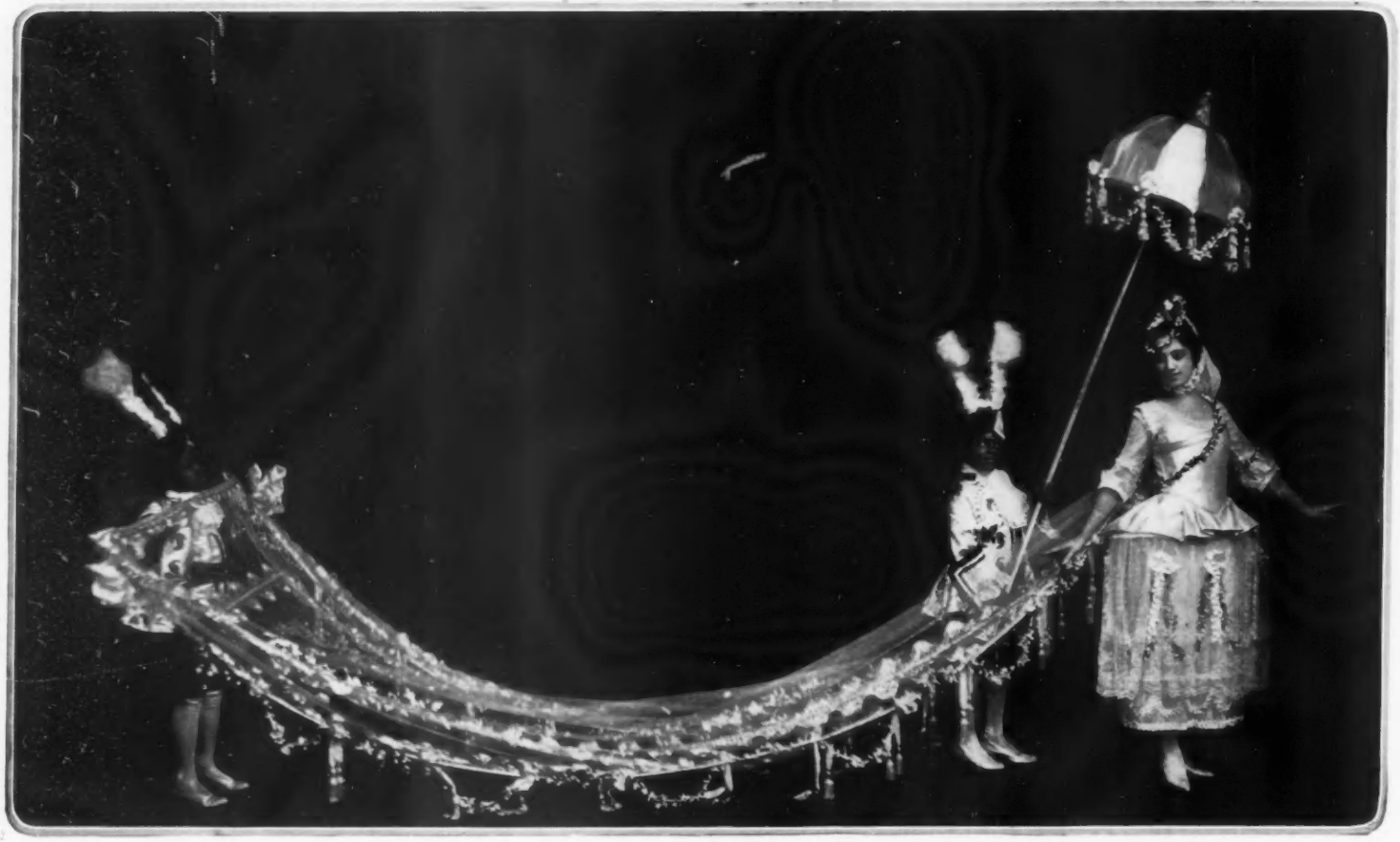
FLORENCE WALTON AS SHE NOW APPEARS IN "HANDS UP," WHICH MIGHT MORE APPROPRIATELY BE CALLED "HEELS UP"

Lucile, past mistress of the art of color, has never done a lovelier bit of work than the Russian dress at the left in which are combined innumerable soft rich tonalities with much glittering gold and burnished copper. The head-dress is white peacock plumes

Of all the odd things which Lucile has done with feather-bone this season the frock at the right with its cascade of pink tulle rising almost shoulder high is quite the oddest. The gown is of pink tulle and silver lace embroidered in sparkling rhinestones

As the central figure in a gorgeous oriental pageant Florence Walton wears a bridal gown of the conventional materials with yards and yards of silver lace hung with silver tassels, and orange blossoms, and yellow oranges, and supported by little dark-skinned pages

© Ira L. Hill



SEEN *on the* STAGE

© Ira L. Hill

Cast in "Outcast" last season, Ann Meredith casts her shadow on the motion picture screen this summer in "The Battle," a big film production. She will return to the regular stage this autumn

Photograph by Moffett

Photograph by Underwood & Underwood

Jane Cowl, who played "Within the Law" for a long time, a good deal longer than any one else could have, will play in "Common Clay" this winter under the management of Al Woods

For a while this autumn Julia Sanderson (below) will continue her rôle in "The Girl from Utah," in which she made such a pleasing hit last winter; later she will appear in something new

The latest actress brave enough to play her charms against those of the fair Julian Eltinge is Olive Tell (below), who this season will play the leading feminine rôle, after Mr. Eltinge's, in "Cousin Lucy"

Photograph by White

© Arnold Genthe

Charlotte Ives is leaving America to lead a company which will present American plays in Australia and New Zealand

In the middle above is Beatrice Allen, who is going to play "All Over Town" with Joseph Santley this season

© Ira L. Hill

THOUGH HATS ARE SMALL THEY SHOW POTENTIALITIES OF GROWING UP THIS SEASON OR SPREADING TO UNEXPECTED PROPORTIONS IN UNEXPECTED DIRECTIONS

Bordeaux velvet is used a great deal in the new millinery and various kinds of breasts are favored for trimming velvet hats, so this little Lewis model which restrains its sweeping Bordeaux velvet with burnt pheasant wings is quite à la mode. The waist of Georgette crêpe illustrates the fact that plain hand-made waists, really ready from frill to frill to put on, may be found in the smartest shops

To show that the small hat may choose to grow up this season, Suzanne Talbot adds an astonishing frill of navy blue satin to a scrupulously small shape of black hatter's plush. A black velvet ribbon is the base of the frill and the top of the circular veil of Brussels lace. The waist of cream colored thread net lace over flesh colored chiffon reveals a camisole braided with pink soutache and festooned with rosebuds

The envelope hat is a Lewis model of separate circular pieces of blue velvet set over each other and then turned over like an envelope. A black grosgrain ribbon seals the envelope in front. Of plum colored velvet is the waist, with a lovely collar of white velvet weighted with a band of ermine and tails; the waist would be charming with an ermine scarf. There is a vest in front

The low narrow brim which consorts with the high crown this season is shown in a Lucie Hamar hat of brown hatter's plush. The trimming is a band of "poilu," a fabric woven to resemble fur, and used by the French to symbolize the unkemptness of a trench toilet. The waist is of gray crêpe de Chine piped with navy blue crêpe de Chine and cloudy with navy blue tulle

Tucked under the slanting wings of black velvet that are the crown of a Lewis hat are two little white birds for trimming; a narrow band of white velvet binds the brow. An excellent waist of white Neptune satin to wear with the tailored suit gives further evidence that a ready-made waist may be very smart. Waists from B. Altman & Co.; hats from Ferle Heller

BRIMLESS OR NEAR-BRIMLESS IS THE PASSWORD OF ALL THESE HATS SAVE ONE, WHICH MAKES UP IN CHIC FOR ITS DEFIANCE OF THE REST—MUFFS MOSTLY NOT OF FUR

Every season brings something new in the way of frilly things for the débutante, and Gabrielle Chanel has not spared frills to make this smartly pretty three-piece set of old-blue faille and zibeline fur becoming. The little tied neckpiece is the latest thing Paris has fancied

Brims are only called brims by courtesy in these high-crowned turbans. This hat is of tête de nègre panne velvet; the tiny brown plumes are gold-tipped, and a gold-edged brown ribbon surrounds the crown. The three separate hats on this page were sketched in Paris at Marie Louise's of the boulevard Malesherbes

Gabrielle Chanel knows that the flat muff is ever a beautiful muff, and has used it here to advantage with tête de nègre chiffon and putois. The collar to match it is the newest thing, small, and high—very high. The turban is of black satin, topped, of course, with putois

The higher the crown the smarter the hat, says Paris, and no one breaks a lance against the theory. Metal lace is much used on hats this season, often overlaid with tulle. In this model, black tulle veils gold lace; the apples are gold, the brim black velvet; the design, Marie Louise's

The sweater coat knows no season, but October days really claim it for theirs. This one of dull blue jersey cloth with bands of gray fur is the sweater coat at its best, for Gabrielle Chanel is past master of the art of sports clothes. Models on this page were imported by Kurzman

When metal lace is not overlaid with tulle, it is laid on it. Silver and black are a lovely combination, and Marie Louise has recognized it in this high-crowned hat by using silver lace over black tulle. The ornament is a stiffly pointing silver brush which is set in a square of jet

A NEW CABINET MEMBER

A Cabinet Designed Especially to Provide Designated Places for the Accessories of the Wardrobe

The hatpin has to stick around somewhere, so it has a shelf in the new cabinet. Jet and steel bead pin; Aiken

ONE of the most interesting things about the old castles of Europe is, to the feminine mind, the wonderful old carved chests and clothes presses in which the fair chatelaines of yesterday kept their wardrobes. But however much these things appeal to the artistic sense, the practical woman realizes that the space in them is too limited for the proper care of her clothes. A certain well-known and clever woman, thoroughly modern in all the trifles appertaining to her wardrobe, has a hobby for surrounding herself with wonderful but impractical pieces of old furniture. This limits the space for her wardrobe, but she is very resourceful, as was proved recently by a man guest who, being of an investigating turn of mine—in the male it is never called curiosity—made the most of an opportunity when his hostess was not in the drawing-room. As Madame entered her little salon, she was amused to find her guest much embarrassed by telltale bits of pink ribbon and lace that were peeping out of the old harpsichord, the antique Spanish mahogany wine cooler, and other decorative pieces of furniture. Also, there was a distinct whiff of Madame's personal sachet that further betrayed this "Peeping Tom."

For years women have felt space to be preeminently important, and beauty has been sacrificed to the altar erected to common sense. Yet there is no reason why either space or beauty should be sacrificed. A wardrobe that sacrifices no joy of beauty to use, yet has full measure of both, has been designed for Vogue and is illustrated on this page. It enables one to save time in dressing by having all the accessories of dress conveniently at hand and it will fit into the plan and decorative scheme of almost any dressing-room or boudoir. Indeed, this exquisite cabinet is like a bit of the very boudoir itself. The paneled wooden doors at the side, tinted to match the room, are painted with flowers and have porcelain knobs. By means of the painted glass doors of the small cupboard in the middle of the cabinet, which are lined with several layers of tulle, pink and blue, perhaps, all the trifles of the costume may be concealed, and yet be convenient.

The framework of the cabinet may be white and the doors a warm gray with lapis lazuli and green and black and white decorations painted thereon

There are all manner of cunning devices to protect the many dainty accessories that help to complete the toilet. At one end of the wardrobe is the convenient cupboard for the furs. This is cedar-lined, and satin-covered rods on which to hang the muffs and neck-pieces project from the sides. Once or twice a month the careful maid wipes out such a cupboard with a solution of two parts turpentine to one of cedar oil, for the receptacle in which valuable furs are kept needs constant watching.

The big hat-cupboard in the middle of the new wardrobe has glass shelves on which are satin-covered hat-stands. The mirror at the back of this cupboard makes a charmingly decorative reflection of the hats, and is convenient when the mistress of the cabinet wishes to adjust the hat she selects for wear with a particular costume. There is a velvet-covered rack in front of the mirror (*Continued on page 136*)

The inside of the cabinet is a miniature show shop with hats, bags, furs, lingerie, and all things in place; there is such a pleasant place for everything it is no miracle to find everything in its place. The oval mirror fronts the door of the hat-box, so that one may select a hat and put it on without turning a hair. Cabinet designed for Vogue by Claire Avery

The umbrellas, too, have a place in the cabinet built their size. Of blue taffeta with polished wood stick; Kurzman

COATS AND HATS ARE OF ONE MIND AS TO THE POPULARITY OF VELVET, AND HATS AGREE AMONG THEMSELVES TO TAKE A SLANT ON THE SEASON'S TRIMMINGS

A charming hat for reception wear is a François turban of blue velvet given demureness by the low broad lines of a breast of blue hackle feathers. Its contrast with fur is charming, as here against black fox made into the new close collar and barrel muff, ermine-trimmed

Georgette was ever successful with the broad hat of lovely lines. Malines and velvet of mocha color, the new coffee bean shade, divide crown and brim among themselves; on a mocha grosgrain ribbon are rosettes of brown ostrich, for ostrich pompons are a favored trimming

This black velvet coat, after Worth, shows many of the tendencies of the new mode: length, fitted waist-line, dropped shoulder-seams, and collar of a straight piece of kolinsky. The cuffs are a muff when you will, and fur edges the bottom. A one-color, one-material François hat, the "Duchess," tops the coat. A new fashion makes roses and hat alike of Georgette blue velvet—a bluish plum shade exceedingly smart. Coat and hats on this page imported by Estelle Mérshon

The ways a black velvet hat is a black velvet hat and yet unique are endless. This Evelyne Varon tailored model, called "Slap-Dash," is short of brim in front and grosgrain ribbon with wired ends gives the hat additional breadth

A hat so altogether fetching as this one would be smart no matter what the season, mode, or weather. "Kitty," François named it, and tilted athwart its black velvet cap, pigeons' breasts and wings, one up in back, one down in front

A clear-cut exposition by Maria-Guy of the high-crowned, short narrow-brimmed mode, in black plush—hatter's plush, which has become the latest favorite for hats; it was called satin beaver in the days of our mothers. In the front black grosgrain ribbon stands in stiff uncompromising bows

The scarf seems to point out that it is a bib, and the muff points one way new muffs are tending, but by the hat most of all in this set. Evelyne Varon points to the extravagant use of fur,—here, kolinsky. Pointedly new, too, is a flat bow finishing off the scarf at the back of the neck, so that it makes the shoulders look slender and sloping. Both bows and the base of the hat are of brown velvet

Add to a sufficient quantity of Bordeaux velvet, one Chinese pheasant breast and one sweeping quill and mix the whole with the art of Evelyne Varon. The brim of the hat is flat and straight and the little round crown rises just high enough above it to confine the chou of the coiffure

With a piece of violet velvet in her hands and the new high crowns in her mind's eye, Reboux fashioned a hat that is mostly crown and all violet velvet, even to the rosette that catches the brim against the crown. Lest the lines be severe the velvet is allowed to fall in folds, three of them, at the very tip-top

A black taffeta and black velvet hat looks high when it is all crown and no brim, but Lewis knows the new adage, "the higher, the smarter." He applies around the top edge a flower design made from blue grosgrain ribbon shot with gold. The rosette is made from similar ribbon and the new veil has a tiny dot

A Talbot sailor, black, of hatter's plush, faced with pink taffeta on brim and flowers, and draped with a lace veil that floats free at the back but is held close to the face by a velvet throat band,—these are the essentials of the description, and they mean a rarely wearable and becoming hat. Models on this page imported by Fielding

IN THE LORE OF HATS THESE ARE NAMES TO CONJURE WITH—MARIA - GUY, EVELYNE VARON, REBOUX, TALBOT, AND LEWIS

AND WHEN CONJURED THEY SHOW SHADES AND SHAPES OF BORDEAUX AND VIOLET, AND OF HATTER'S PLUSH LIKE MIDNIGHT

FOUR HATS OF VELVET WITH ONE OF HATTER'S PLUSH TO PROVE THE RULE—FOUR SMALL HATS WITH ONE PRODIGIOUSLY BIG HAT TO PROVE THE RULE

A hat from the front of the fashion lines—given American furlough by its commander, Louison. A soldier's helmet masquerades in dark green velvet as a lady's hat; and that it may be becoming as well as expressive of her sympathies, dark green cock feathers curl over the ridge and a steel ball ornaments the front

Never forgetting the charm of the broad-brimmed hat, Georgette has made one slightly irregular along the brim, but this only adds to its regular attractions. Tête de nègre velvet, of which this hat is made, is now called mocha velvet. The crown is banded with brown grosgrain ribbon; imitation brown aigrets give height in the front

Twice as high as it is long, as tilted as the wearer is petite, French in extraction, American by the desire of Americans, and all one color—and yet this is but a meager description of a Marguerite et Léonie toque, of midnight blue velvet even to the facing of the wings

Lewis tops the mode; the means thereto are a brim rolled high and then quickly retrenched, black grosgrain ribbon banded about the top of a dark green velvet crown, and a steel clasp and tassel on one side of the dark green velvet brim. The ensemble is somewhat surprising and wholly becoming

Paulette et Berthe launch the latest little, smuggest little variation of the tricorn as an excellent hat for wear with tailored suits. It is of blue hatter's plush, trimmed with a steel bead design in front with a tassel dangling over the right eye. The hats on this page were imported by Burby

SOMETHING NEW UNDER THE WAIST-LINE IS A SKIRT PULLED OUT MOST UNEXPECTEDLY AT THE HIPS, SOMETHING NEW AT THE WAIST-LINE IS SNUGNESS WHICH SOMETIMES AMOUNTS TO TIGHTNESS, AND SOME THINGS NEW AT THE NECK-LINE ARE HIGH STOCKS OF VELVET TRIMMED WITH FUR

A bodice petite and pinched in at the waist-line looks more petite and more pinched in because the skirt of rose "gros de Londres" shot with silver thread is made in great squares that fall in wide pulled-out cascades at the hips. The mode is short with evening dresses, and bids fair to cut them off more abruptly than ever, as shown in this model. The bodice of silver gray and pink gauze tissue is hung with pearls and sparkling strands of brilliants

Panniers and hat in the winter afternoon costume above go a long way to agree at last on width, and wired width at that. The dress is black peau-de-soie, brocaded in a rose pattern. Over the surplice bodice a black velvet jacket fits closely, then spreads in a V to show the black Malines lace of which the yoke and sleeves are made. The ruche is white tulle. The hat, from Mary et Annie, is blue velvet; blue feathers cover the cap section and a silver tassel bobs from it

At the upper right, lines of nickel buttons shine on the wide bands of rich blue velvet, lined with gray satin, that finish a badger fur muff, on the flying ends of a blue velvet neckpiece topped with fur, and on the front of a high-crowned blue velvet hat crowned with a veritable bushy mop of fur. Such three-piece sets of hat, muff, and neckpiece as this of Lewis's are exceedingly smart. This set and two hats on this page imported by Joseph; costumes designed by Joseph

The three frocks on this page show the new mode in all its new beltlessness. Cerise and black is the color scheme of the costume at the lower right. The hat is a tricorn of black hatter's plush and jet, and is well in keeping with the whole picturesque costume. The doublet-blouse and the cuffs are cerise velvet, and black velvet forms the sleeves and plaited double skirt. The bodice is embroidered in black and silver and is collared very broadly with skunk fur

The waist of the gown worn under the coat to the right. Bits of yellow chiffon are used at the sides and for the cuffs and the peplum on soft gray chiffon embroidered in yellow and white. The yellow chiffon skirt is very full, very soft, and very straight; the hem is glimpsed above a white charmeuse underskirt banded with raccoon

A gown of green faille shot with gold threads is both charming for a girl and suitable for the dignity of an older woman. The skirt is cut in squares with gold lace borders that hang free at the sides; the points, insets of medallions, all but touch the floor. A piece of gold lace topped with white tulle is more than half the bodice, and tiny bands of gold make the shoulder-straps crossing in the back like—well—like suspenders

A rich material in a lovely color—uncut velvet in beaten gold shade. Uncut velvet looks somewhat like a heavy silk poplin with a soft dull velvet finish. This coat shows in front and back the princess line which Paris has heralded, and the fulness at the sides is arranged with unusual grace, due in part, no doubt, to the heavy band of raccoon at the bottom of the coat. Raccoon muffles the collar and finishes the sleeves

A coat sleeve distinctly tight at the wrist would by its newness eclipse other features in most coats, but in this one of mole brown velvet it has strong rivals for interest in lines of gold embroidery set about and across the full side sections, and in the daring use here and there of skunk fur. The lining is chartreuses atin, and when the collar is thrown open it forms across the back a straight line suggesting a hood

IF DRESSES MUST BE CHIFFON AND SILK AND LOW-CUT, VELVET AND FUR COATS MUST MUFFLE THEM HIGH

FASHION GIVES WORD THAT VELVET AND FUR MAY DIVIDE THE WINTER MODE BETWEEN THEM AND LANVIN SUITS HER ACTION TO THE WORD

An extraordinary amount of veil and a diminutive amount of hat compose well in this autumn picture. The façade of the hat is deep beige panne velvet with a bit of skunk to base the ruche and the bow of silver galloon at the top. Contrary to custom, the beige veil is patternless at the very front, and so seems to form a frame for the face

On this round little hat, pearl gray velvet is cleverly made into a wreath of flowers. Fur, which often takes the places of feathers on the autumn millinery, has its innings in sable trimming. The collar is of quilted black china silk, a beaded tassel and fur. It is a little fad of Lanvin's to hang a tassel down your back. Chic, isn't it?

Not an inch to spare from the shoulders up and scarcely more to spare at the waistline, are tenets of the new mode closely observed by a dapper little coat. There is khaki cloth for soldierliness of coat and plaid for Scotch of skirt

Never—well, hardly ever—have neck-pieces and collars and all been so important as now, and a pretty fancy is this faille affair. It borrows the black and white color scheme from no less romantic a personage than Pierette, adopts the longness of a muffler and puffs itself up like a boa around the neck. Ribbon and white bead tassels, just heavy enough, finish the ends

Having completed its conquest of frocks and suits, the fad for a combination of materials ascends to hats this autumn, and finds in this model of king's blue velvet and corn-flower blue crêpe a right sweeping statement of its claim to favor. The honors are fairly divided between the materials. The models on this page were designed by Lanvin and imported by Kurzman

On a cross fox scarf of one skin a bow of brown velvet is tied just back of the fox head, and just underneath it a concealed clasp hooks on to the paw. The back of the muff is velvet, as is the brown coolie hat, tipped with fur

A moleskin coat is made long, full, and slightly fitted. The collar and cuffs are silver Russian rat; and so are the balls on the moleskin hat. The furs, fur coats and hats are from Revillon Frères, except the hat at the upper right, which is from Ogilvie

A second exponent of the three quarters length coat is of caracal with a natural blue fox collar. The cut-in armholes give a narrow shoulder effect. Over the dent in the high brim on the Marguerite et Léonie hat of bottle green velvet, a merle cock pompon droops

A mink coat is made thirty-six inches long; the trimmings are natural blue fox. The Lewis hat is brown velvet and double brimmed; the tiny mink muff bears a coquettish ribbon bow

BECAUSE OF THE RISE IN STOCKS FUR COLLARS SHOW A TENDENCY TO FOLLOW TO EVERY SEASON ITS MUFF, AND TO THIS TWO ROUND MUFFS TO ONE FLAT MUFF

UNQUESTIONABLY this is a season of furs, and of fox furs principally. The cross fox, the deep red fox, and particularly the silver fox will be used. There is a gray shade, in reality white fox dyed, which is to be used extensively as a trimming for dresses, as well as in the whole animal skin. The single animal fox scarf will be in greater vogue than ever during this winter. The summer use of fur is really the adoption of the French custom, for at all French watering places women wear or carry a piece of fur.

For those who can not afford silver fox, a very attractive dyed silvered fox is being shown. Badger, particularly well adapted for young girls' wear, has been used for a number of attractive hats and scarfs come from abroad. It will be used for the collar and cuffs of coats, as will beaver, krimmer, seal, mink, fox, and skunk. The leopard skin is smart for sports and country clothes, while beaver and krimmer look best on the semi-tailored suits. Mink and fox will trim the more elaborate afternoon costumes.

The coat of fur promises to be more popular this season than ever. Those of Alaska and Copper Island seal are particularly attractive when Hudson Bay sable or mink forms the collar and cuffs. Hudson seal is light in weight and makes a serviceable garment. Moleskin adapts itself nicely to the full coat which the mode demands. The finer caracal skins and the thinner pelts of broadtail will be shown as usual in expensive coats, which show fine workmanship in attaining the narrow shoulder and flaring skirt effect. For the smaller jackets, mink will be trimmed with a contrasting fur.

The coat for motoring or winter sports is smartest when made of leopard or tiger cat, or of natural muskrat heads trimmed with contrasting fur collar and cuffs, while for a rough and ready coat, raccoon will still be popular.

Handsome evening coats are being made of tailless ermine, trimmed with a fringe of the tails around the collar and sleeves, and sometimes around the bottom of the coat. Ermine will also be used with velvet for evening wraps.

As to muffs, the flat muff is the easiest to carry and the most practical, but for dress wear the small round muff is the accepted shape. Muffs tend to be smaller than they have been.

SMART FASHIONS *for* LIMITED INCOMES

A Cloth Frock, a High-collared Suit, a Coat Fairly Long, These Are Three Requisites of the Incoming Season

A Dœuillet inspiration, this Russian blouse costume may be copied in velveteen or navy blue serge, and be made up either as frock or suit

THOSE who, for one reason or another, must prepare early for the winter season, will now find very excellent models in suits, one-piece dresses, and long coats. As it has been frequently stated in this department, the way to dress well on a limited income is to take an inventory, as it were, of the wardrobe at the beginning of each season, and to plan the wardrobe as a whole for the coming season before making any purchases. The greatest leakage in the dress allowance is to buy at random what is attractive,—to-day a pair of shoes, to-morrow a hat, the next day some material perhaps; and although these articles may be attractive in themselves they are not as essential as one really smart costume bought to be worn together.

THE FROCK FOR OCTOBER

A suit and a cloth frock are the two requisites of the autumn. Frequently a dress will answer the requirements of September and October, and the buying of the suit may be deferred until November. In such a case the smart new lines of the autumn frocks should be well considered. At the lower left is illustrated an attractive frock which a very excellent dressmaker will make to order at the moderate price of $55. This frock could be worn throughout October, for at an extra cost of $5 a fur collar could be added to give the necessary warmth. Whip-cord in navy blue or the new plum shade is the material shown for it, and the frock is trimmed with a silk striped stuff in blue plum, black, and gold. The back view of the dress is worth close study, as the back of the waist and the panel of the skirt are cut in one in princess effect—a good feature of the winter styles. The skirt, although it measures about three yards around the bottom, hangs in comparatively straight lines.

If the frock is made at home, any fur on hand would answer for the collar, as a light fur such as opossum or dark ones such as skunk and beaver would be equally suitable. Many people, especially among the younger set, have raccoon sets which it is quite possible at small cost to have dyed a skunk shade, a shade newer than its natural color. The muff could also be dyed and used with the dress, or if the original collar were kept with it the two would make a very good knock-about set.

Whip-cord in blue or plum with silk striped blue, plum, black, and gold makes, with a fur collar, an excellent October frock

The suit of last season would remodel excellently into this new model with the closer waist-line given by two narrow belts

One of the velours materials is the best choice for such a coat as this, which will answer excellently for many occasions of the afternoon and evening

Dœuillet sponsors the attractive suit shown at the upper left. This Russian blouse is quite a departure from the average as it fastens at the side and shows a distinctly drawn-in waist-line with a flaring peplum. A soft serge or velveteen would be smart trimmed with narrow braid in the same shade, while Bordeaux velvet might face the high standing collar and form the belt. Although Dœuillet designed this as a coat suit, the model is one which would make a very excellent frock for the between-season. The circular skirt measures three yards around the bottom and is cut with a yoke. A New York dressmaker who is showing this model will make it to order in blue serge or a dark colored velveteen for $65. First-class fit, workmanship, and materials may be depended on from this dressmaker.

LAST SEASON'S SUIT FOR THIS

The suit at the lower right has been chosen for two reasons. It is really an excellent model showing the more fitted waist-line and the flaring peplum, and moreover last season's suit may be remodeled into a similar suit. The full skirts of last season may be worn again this year with little if any change in them, but the coats need alteration, as the new ones show a more pronounced waist-line.

(Continued on page 132)

Worn with a proper expression, a frock of white linen becomes a very distinguished affair, especially if it is bordered with a row of little cross-stitched yellow flower-pots for marigolds to grow in. The belt holds in the fulness and the sleeves are bishop enough to have been set in for a Paris opening

Oh yes, the one at the left is a boy. His Tommy Atkins hat of Oxford gray cloth is "Tommied" more than a girl's would be and he wears very mannish-looking gray rompers. Eton, the square little jacket of dark blue serge in the middle says, and white trousers accompany it. The pill-box cap of blue serge which caps the climax of the middle boy is a regular English cap. A youngster in a top-coat of Scotch vicuña cloth with blue and white checked bloomers below it and a blue felt Balmoral cap in fine feather above it is at the right

A sophisticated miss with a frock of striped linen beginning in a crisp little guimpe with a prim string tie, and ending with a narrow binding to make the hem of the skirt stand out in all directions. Embroidered dots are the trimming. There is a wide stiff belt to mark the so-called waist-line

The French bonne wears a blue cloth uniform with a long blue cape, a long blue veil, and a short blue bonnet much tied with white linen. Faille silk with a collar and edge embroidered in dots forms the baby's coat, and the dress is flounced with Valenciennes lace

Who ever heard of a military cap with a top-knot? But here it is, vizor, chin strap, top-knot and all. The vizor is Georgette crêpe, wired to make it vize, the top-knot is of ribbon, the cap is of white silk, and the trimming,—why certainly a military cap has trimming—the trimming is a wreath of pink rosebuds. Designs on this page by Helen Dryden

There is no sex to a Russian weather suit, Russian as only Russian can be. There are high boots of fur and leather, breeches stodgy over things under them, a coat with enough braid to hang a campaign on, and a snug chinchilla hat with an invincible brush above

COSTUMES THAT ABIDE BY OLD IDEAS OF JUVENILE SIMPLICITY YET SET A NEW PACE IN JUVENILE SMARTNESS

An excellent model for the mature figure, as well as one becoming to the slender figure, is this early autumn top-coat of satin cloth; $39.75

Taffeta, which continues in popularity as well as practicality, is used for this frock with white machine stitching. Frock, $19.75; hat, $10

Checked velours de laine has not completed its cycle of popularity, and this chic suit is checked black and white. Suit, $35; hat, $14

SEEN *in the* SHOPS

Suits, Coats, Dresses, and Blouses That Make Capital of New Fashion Features but Do Not Overstep the Bounds of Conservatism

SMALL-CHECKED velours de laine, which first made its appearance last spring, is very well liked by many of the best tailors this autumn, and many of the prettiest of the simpler models of suits are shown in this fabric. It is usually effectively trimmed in some manner with white—with pipings of white, white braiding, collars and cuffs of white, or a white belt. The model illustrated at the upper right is one of the best models that has been shown thus far in the semifitted style which is so well liked at present. The coat is quite a simple one with a binding of white cloth around the collar, cuffs, and buttonholes. The slits in the coat, finished with embroidered white crow's-feet, run through to meet the pockets in the plain circular skirt.

The combination of velvet and broadcloth in millinery is a new one, and one which is most effective when carried out in some such way as in the hat illustrated with the suit just described. The brim in this case is of black velvet, the crown is of gray broadcloth, and the trimming is of silver maple leaves laid flat against the brim in a conventional manner.

PRACTICAL TAFFETA

Although taffeta has been worn a great deal ever since the spring, a dress of the type shown in the middle above is an excellent purchase for immediate outdoor, and later, indoor wear. White machine stitching is used both on the skirt and bodice. The skirt is finished with four graduated tucks, while the bodice, with its coatee effect showing a soft underbodice with a rolling collar of white Georgette crêpe, is not only novel in treatment but is becoming to youthful types. The buttons are of taffeta, and the suit is in navy blue or black taffeta.

With this dress is shown a straight sailor of black velvet with a simple design embroidered in white worsted on the crown. A white worsted ball swings from one side of the crown.

It is not always easy to select a really useful coat for early autumn wear that has the degree of chic shown in the coat at the upper left, and yet which does not look like the coat of a suit misplaced with a dress. The model sketched is an excellent one for mature figures, as well as for the slender type for which, unfortunately, most styles seem to be designed. The coat is of black satin cloth with a white satin turnover collar, and a white and black printed satin lining.

One of the most interesting dresses of the loose long-waisted type is shown at the upper right on the following page. It is designed from the popular conception of a mandarin skirt. The gown has been developed entirely in black satin, and is trimmed with stitched taffeta folded to give the effect of box plaits; silk braid is used between the folds. A very narrow white embroidered batiste collar gives a bit of relief to the neck.

COMBINING MATERIALS

Dark blue satin with braid-bound panels of blue serge which swing loosely from the waist-line compose the effective dress in the middle at the top of the following page. Dark blue Georgette crêpe forms the sleeves, while the small collar is of dark blue satin with a turnover of white satin embroidered in silver. The buttons which link the serge panels together are of red coral set within dull silver.

With this dress is sketched a smart little blue velvet hat in one of the new shades called graphite. It is simply trimmed with a steel blue beaded flower and leaves at the front.

The afternoon dress shown at the upper left on the following page is of biscuit colored Georgette crêpe over a satin lining of the same shade. The bodice is of the crêpe with a soft vest of delicate shadow lace framed in the bands of skunk which form the shoulder trimming. The belt is of silver cloth. The delicacy of the coloring is accentuated by the equally delicate treatment of the drapery. A dress of this character is markedly individual, yet it is easy to wear, and while it reflects some of the newest tendencies of the mode, its style is not so insistent as to become tiresome. These features make it a particularly excellent early purchase.

THE AUTUMN WAISTS

Although the autumn and winter waists naturally displace the lingerie blouse to a great extent, there are nevertheless many women who like the crisp frills of a lingerie waist of the type illustrated at the lower left on page 79, even in winter. This hand-made waist of French batiste may be purchased in all-white or in old-blue or old-rose. The frills are daintily hand-hemstitched and edged with a tiny band, which is of white material on the colored waists and is either white or blue on the white waists.

Dark waists to accompany suits are so seldom attractive that when one does come across an effective model of this character it is indeed worthy of notice.

A really lovely afternoon gown is of biscuit colored Georgette crêpe and satin of the same shade, with bands of fur; $95

Distinctive in design is a frock of blue satin with braid-bound serge panels hung loose from the waist-line. Dress, $45; hat, $10

A pleasing version of the long-waisted frock is this black satin model designed from the popular conception of the mandarin skirt; $110

Two of the waists illustrated at the bottom of the page may be said to come under this heading. The one second from the lower left may be had in a dark navy blue Georgette crêpe. The double collar is piped with a soft shade of yellow satin which is matched by the yellow satin cord that laces the fronts together. An effective drawnwork design is done on the wrong side of the crêpe in yellow silk, so that it shows through delicately. The cuffs, like the collar, are piped with the yellow satin.

The model at the lower right, which may be had in soft shades of green, brown, or navy blue Georgette crêpe, is eyelet-embroidered in an effective design of white and a color matching the crêpe. The collar is bound in white, and white, embroidered buttons fasten the front.

The smart crêpe de Chine shirt shown second from the lower right has embroidered stripes of lavender, green, navy blue, or black, while the turnover collar and turned back cuffs are of white crêpe de Chine.

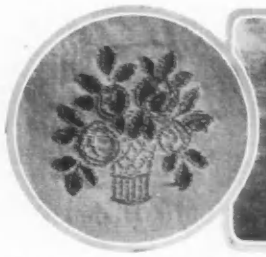
Note.—Addresses of the shops will be furnished on request, or The Shopping Service of Vogue will buy for you without extra charge. Address Vogue Shopping Service, 443 Fourth Ave., New York City.

Beautifully made and crisply fresh with frills is a waist of white, old-blue, or old-rose French batiste; $7.50

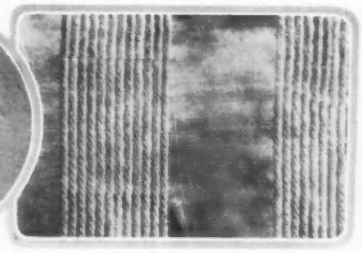
As a dark waist to wear with a suit this model of navy blue Georgette crêpe is especially desirable; $5.95

A smart crêpe de Chine shirt is striped smartly with broad lavender, green, navy blue, or black stripes; $5.75

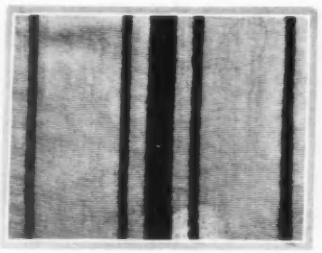
Georgette crêpe, delicately eyelet-embroidered in white and a color to match the material of the waist; $6.95



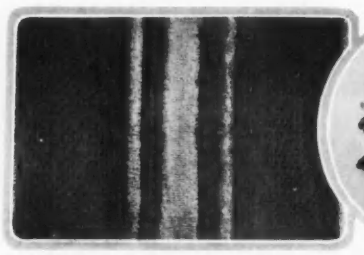
On a blue faille, suitable for dancing frocks, are embroidered silver baskets overflowing with flowers



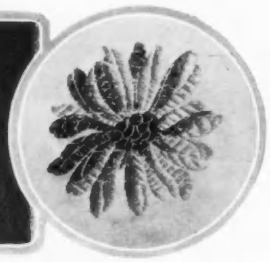
Very smart indeed is the effect of groups of rather fine self-colored velvet stripes on a soft ground of lustrous charmeuse



Black velvet stripes upon a ground of black and gold tinsel cloth are a dignified combination, if used with discretion



Chiffon boldly striped with velvet in self tone is charming when used in combination with plain chiffon of the same shade



Failles are being beautifully embroidered in conventional silver and gold or silver and copper flowers

THE WHEREWITHAL *of the* EVENING FROCK

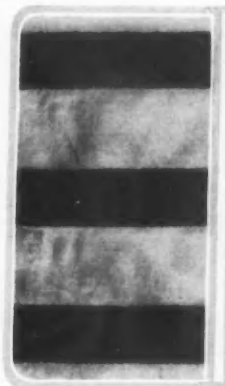
So Effective Are the New Evening Textures as to Call for But a Modicum of Genius in the Making

ABOUT the new materials for evening wear there is a certain lightness which is delightful. Velvets are of chiffon weight, yet they have lost none of the luster and richness of the original weave. The much liked radium velvets are rightfully named because of their beautiful sheen. In combination with velvets will be used in many instances failles of the same shade. In fact, Haas Brothers, in its large collection, shows some wonderfully well-matched examples of these two fabrics. Not only are the solid colors beautiful, but lovely also are those in which one color is shot with another and thus given a depth of tone which changes with every movement of the silk. "Côte d'Azur," which is woven of a pink and yellow thread, blends the two shades, and has all the light of yellow with the depth of coral.

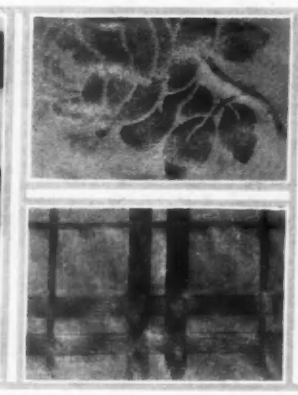
SILVER THREADS, AND GOLD

There is a decided tendency this season toward self-colored striped effects in contrasting weaves such as velvet and chiffon, as in the photograph second from the right at the top of the page, or charmeuse and velvet, as in the photograph second from the left at the top of the page, or yet again velvet and tinsel cloth, as in photograph in the middle at the top. Velvet-striped tinsel cloth, such as the material mentioned last, comes in colors as well as black. The one illustrated shows black on gold, but the material is equally charming in rose on gold or blue on silver.

The use of gold or silver threads in combination with silk is distinctly prevalent this season. One material for which great success is assured is a Paquin tinsel cloth which is being employed for the foundations of tulle gowns. This comes in charming colors, such as cornflower and glacier blues, and a lovely silvery purple. In black the effect is more metallic, but very smart.



The velvet stripe on a soft taffeta of the new prunelle shade may run either up and down or crosswise



Much favored for afternoon gowns are both satin-striped failles and failles brocaded with satin figures. Materials on this page from Haas Brothers

Equally adapted for both frocks and formal suits are velvets like this in soft dark shades black-checked

BROCADES EVERYWHERE

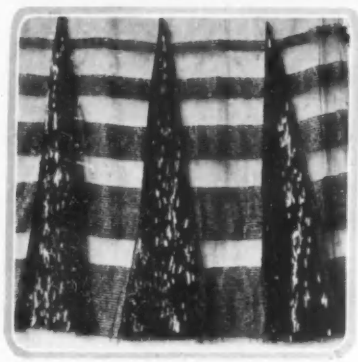
Failles are being shown in brocaded patterns of silver and gold. Some are quite bold in design, others have flowers such as shown in the material at the upper right corner of the page. For the younger woman, less formal designs, as in the material at the upper left, are more suitable. Materials of the latter type are particularly lovely, as a bit of color is prettily introduced in the design; for instance, on blue faille, a little basket of silver with flowers of pink and yellow is set in green foliage. Of the same character is a new fabric, well named "faille taffeta," as it combines the qualities of these two materials. It has the body of taffeta with the rib of faille, which makes it a particularly good material for the present styles of gowns. The shades are quite as attractive as the material, and range throughout the somber colors, the chartreuse, orchid, and rose shades.

Poult-de-soie is an especially attractive fabric, as it has youthfulness, which faille lacks, and also the smart ribbed effect. This is also brocaded with tinsel figures, some in rather bold designs and others in more delicate ones, such as that shown on the faille. "Satin eglatine" is another

(*Continued on page 136*)

A novelty among the new laces is one in which the design is emphasized by black beads on black lace

A new net has an effective design in pastel paillettes which is strengthened by a middle of strong color

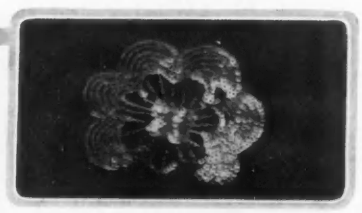


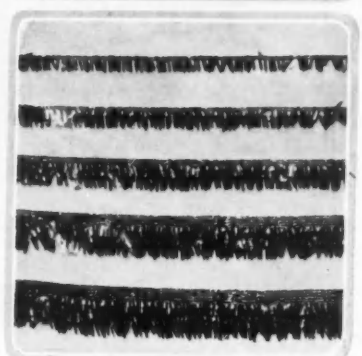
Black pailletted sections inset in a new circular flounce beaded in black, suggest very attractive uses in all-black dance frocks

Blue and black paillettes are combined in a net pictured at the immediate upper left

A model from Worth shows the effective use of net, which is more in vogue than ever for dancing frocks

At the upper right in this group is a design in pink and blue paillettes on fine net





Quite distinctive is the effect of graduated bands of round and oblong spangles on one of the new nets for formal costumes

VOGUE PATTERN SERVICE

Nos. 3128/18–3129/18
For early autumn a morning tailored suit of silk serge is marked by its simplicity and good taste

Nos. 3153/18-3154/18
A suit of ocher velvet has the new high fur collar of the new and favored fur, nutria, a rival of beaver

Vogue patterns are in sizes 34 to 40 inches bust measure, 24 to 30 inches waist measure, and 35 to 41 inches hip measure, unless otherwise specified. They are priced at 50 cents for waist, suit coat, skirt, child's, or lingerie pattern, $1 for wraps and long negligees. An illustration, directions, and material requirements are given with each pattern. Order from Vogue Pattern Service, 443 Fourth Avenue, cor. 30th Street, New York City. Vogue patterns may be bought at 149 Tremont Street, Boston, Mass.; Room 304, Empire Building, 13th and Walnut Streets, Philadelphia, Pa.; Ye Gift and Favour Shop, 165 Post Street, San Francisco, Cal.; The Flower House Studio, Charles and Hamilton Streets, Baltimore, Md.; and Rolls House, Breams Building, London, E. C., England.

Nos. 3134/18-3135/18
Marked as being the newest of autumn models by its cleverly cut collar and flaring coat peplum

Nos. 3126/18-3127/18
This length of coat, flared, and a skirt somewhat straight, are as conservative as they are becoming

No. 3142/18
Paris sends us a blouse with an original and most becoming yoke-line

No. 3141/18
Inserts of tucked Georgette crêpe make a simple and effective trimming

No. 2880/18
The blouse of satin may be ivory colored to tub well, or of the color of the suit to help give the effect of a costume

Nos. 3130/18-3131/18
A suit of prune colored duvetyn—a color favored by Martial et Armand this autumn—has flaring lines

Nos. 3188/18-3189/18
The new seven-eighths coat, of duvetyn, fur-trimmed, may do duty with frocks other than the one that belongs to it

Nos. 3132/18-3133/18
Decidedly new are the fastenings of the coat and of the high close collar, and the hang of the skirt as well

No. 3144/18
A white chiffon blouse is oddly trimmed with hemstitched V-shaped insertions of black and white silk

No. 2925/18
Top-coats of dull plaid serve many occasions, and with high collars and full skirt sections they are much favored for the autumn

Nos. 3096/18–3097/18
Sizes 16 and 18 years, and 34 and 36 bust measure. Here the coat fulness is cleverly handled by underarm sections that are cut circular

Nos. 2914/18–2915/18
Blue broadcloth or one of the popular velvety fabrics is suggested for this suit with its becomingly flared peplum on the hip-length coat

Nos. 2660/18–2661/18
This length of coat will be smart this season, and may be worn over separate frocks as well as over the skirt which matches it

Nos. 3094/18–3095/18
Sizes 16 and 18 years, and 34 and 36 inches bust measure. Since plaits give width without flare, they are greatly favored this autumn

COATS OF THE AUTUMN GO TO THREE DISTINCT LENGTHS TO PROVE THEIR FLARE

A GLANCE convinces that Vogue pattern designs are different, smart, and most desirable. Just so readily is one convinced after using a Vogue pattern that it eliminates the possibility of a garment's being anything but a duplicate of the model selected. For simplicity Vogue patterns are of three different colored papers. The garment proper is of gray paper, the trimmings are of green paper, and the lining is of brown paper. Directions are stamped plainly on each piece, and each seam is marked by perforations.

Nos. 2912/18–2913/18
Velvet and velvety fabrics are leading the mode. This suit of gray duvetyn may be trimmed with krimmer

No. 2728/18
This three-quarter-length top-coat may be made of silk duvetyn and worn over chiffon or silk afternoon frocks

Nos. 2656/18–2657/18
The redingote was featured in many of the late Paris openings, and will be favored for its becomingness

Nos. 2839/18–2840/18
A suit with a novel belt and a four-yard, two-piece circular skirt to recommend it, and also a favorite collar

Nos. 3136/18–3137/18
For the service suit of tweed, and they will always be of tweed, this well-cut Norfolk model is suggested

FOR THE AFTERNOON FROCK OF VELVET, CHIFFON, SATIN, OR FAILLE, AND THE DARK SERGE FROCK FOR THE STREET

Nos. 3165/18–3166/18
This frock is at its best in four tones of brown chiffon, with the blouse of the lightest shade

Nos. 3016/18–3017/18
A graceful tunic cut in one with the back of the waist is the charming feature of this frock

Nos. 2903/18–2904/18
The puffed sleeves, the draped girdle, and the tucked skirt—all smart autumn touches

Nos. 3111/18–3112/18
A blue serge frock is braided with black soutache. The collar is faced with ivory satin

FOR luncheon frocks and tea frocks, velvet, chiffon, satin, faille, and taffeta will be the materials most favored this winter. When striped fabrics are used the striping is usually in the same color as the fabric, but the striped effect is given by contrasting material, as satin and faille, chiffon and velvet. Plain materials will be used both in woolens and silks. One of the newest ideas for the luncheon or afternoon frock is to use two or three, and sometimes four, thicknesses of chiffon over a satin underdress to achieve the particular tone desired. Both cotton and silk velvet as well as uncut velvet will be especially favored for coats and frocks, and fur for trimming will be almost the rule.

No. 3155/18
The one-piece frock in all its variations is ever a favored fashion with autumn; pattern price, $1

Nos. 2996/18–2997/18
A striped silk frock, say, of satin-striped faille, is one to add height and give slimness to the figure

Nos. 3158/18–3159/18
The coat-dress, vested with velvet or even with fur for the colder weather, is one of the new winter fashions

Nos. 3047/18–3048/18
A velvet-striped Georgette crêpe frock needs little trimming but itself and a vest of chiffon and lace becomingly shirred

No. 3164/18
An afternoon frock of chiffon, veiling an underdress of satin, has velvet panels and bretelles edged with fur; pattern, $1

Nos. 2907/18–2908/18
For afternoon wear, a frock of three shades of chiffon is sure to be successful; each tier is banded with satin

No. 3163/18
A blue serge one-piece frock has sleeves and underdress of black satin and is trimmed with black braid; pattern, $1

Nos. 3040/18–3050/18
The fulness of the skirt is kept to the sides and the lines of the unusual bodice are carefully studied and planned

Nos. 3070/18–3071/18
Serge and satin make an excellent combination for a frock which may be made a three-piece costume if desired

Nos. 3014/18–3015/18
A suggestion of drapery is favored by the mode in a costume youthful and simple in its every line and therefore distinctive

Nos. 2933/18–2934/18
By cutting the yoke and the front panel in one piece a very graceful line is given to the short full skirt of the season

Nos. 3021/18–3022/18
Wide braid is effective on a waist and skirt that simulate the one-piece frock by the manner of its wide braiding

Nos. 3023/18–3024/18
Quite a departure from the usual is this bodice simulating a front opening but fastening in back under the panel

ELEVEN WAYS, AND ALL OF THEM SMART, TO MAKE THE SERVICEABLE FROCK THAT IS INDISPENSABLE FOR EARLY AUTUMN DAYS

Nos. 3018/18–3019/18–3020/18
A boon for the autumn wardrobe—the three-piece costume of silk serge, with a separate coat to slip on when days are cool

Nos. 2875/18–2876/18
Velvet-striped chiffon, one of the new favorites, combines with velvet or satin to make an afternoon dress of slim pointed lines

Nos. 2931/18–2932/18
Coatee and underblouse come in one pattern; skirt and coatee may be velveteen, while the blouse may be of satin or faille

Nos. 2817/18–2818/18
The plain skirt is of the new Rodier serge bordered in a right-angled design, and the bodice is finished by a tiny basque-like ruffle

Nos. 2905/18–2906/18
The draped overskirt is faced with a contrasting color as are the wide flanges of the bell-shaped sleeves inset with batiste

SIX NEW VERSIONS OF THE INFORMAL DANCE FROCK, AND LONG COATS WITH WHICH TO COVER THEM

Nos. 2593/18-2594/18
In this smart model, sulphur colored chiffon striped with velvet is hung over a full ankle-length, butter colored lace flounce

No. 2741/18
A coat of cinnamon brown and gold brocade may be most effectively trimmed with nutria fur, which is similar to beaver

No. 3157/18
Uncut velvet, silver buttons, and gray fox are suggested for this coat which is snug to the hips and flares at the bottom

No. 2773/18
A long fur-trimmed coat, which will slip on over a suit or a frock, will meet the demands of varied times and occasions

No. 3139/18
A frock cut all in one piece is distinctly unusual, and this one has the added attraction of being smocked at the waist; pattern, $1

SOMBER colors, which rule day clothes, have no place among evening dresses and wraps. With the exception of the usual dignified black dinner gown, somber colors are lacking. So, too, are the vivid colors used so extensively a year or two ago. This season pastel colors predominate, with the exception of bits of vivid Italian flag green or Garabaldi red used as trimming. Plum color is one of the most prevalent shades in the new autumn models, especially the bluish plum called "Georgette blue." Silver tissue and silver lace are much used for foundation skirts; these are often veiled by several different shades of chiffon or tulle, glittering with crystal, for glittering and shimmering effects are most desirable.

Nos. 3101/18-3102/18
A quaintly designed frock of canary yellow taffeta is trimmed with a line of amber buttons and a sash of wide gold galloon

Nos. 2691/18-2692/18
This pattern shows a silver brocade frock which chooses to be "different" by adhering to long tight sleeves of pale gray chiffon

No. 3152/18
Such a duvetyn coat trimmed with sealskin will accomplish a three-piece costume, if the frock beneath it be of harmonizing color

Nos. 3115/18-3116/18
An informal dinner frock of white chiffon is topped by a bodice of silver lace with a corsage bouquet of red rosebuds

Nos. 3161/18-3162/18
Here the front of the bodice and the back bow are cut in one piece, and the charmingly draped overskirt forms a cascade at the side

No. 2037/18
Since it is worn over the skirt this blouse helps give to the waist and skirt the effect of a costume

No. 3053/18
Quite marked is the favor shown to the one large revers such as finishes this surplice waist

No. 2919/18
Velvet-striped satin may be used for coatee, and plain satin for the blouse; pattern, 50 cents

No. 2920/18
Lace insertions ornament the back panel of the blouse which is cut with the collar

No. 2768/18
The blouse of tub satin with becomingly cut yoke is always a favorite in every season

No. 3061/18
The garden or painting smock has a much longer life of usefulness than merely the summertime

No. 3013/18

No. 3041/18

The skirt at the left has fulness introduced by four plaited sections; that at the right is admirable for checked material

THE BLOUSE, THE SKIRT, AND THE COATEE ARE THREE SEPARATE ITEMS THAT TAKEN TOGETHER MAKE A COSTUME

No. 3140/18

No. 2771/18

Separate skirts are suitable for wear with blouses of silk or chiffon and are essential to save the wear on suits and frocks

Nos. 3055/18–3056/18
The raglan sleeves, the disposition of the fulness of the blouse, and the skirt pocket are all smart

Nos. 2697/18–2698/18
The strictly tailored skirt that is cut in but two pieces is always useful, and the blouse with it must be in keeping

Nos. 2828/18–2829/18
An unusually cut sleeve and a vest line that matches that of the pocketed skirt recommend this trim frock for morning

Nos. 2498/18–2499/18
A waist and skirt of serge or striped flannel cut for comfort everywhere makes an excellent morning frock for the autumn days

Nos. 2869/18–2870/18
Since they have no decided break at the waist-line this separate blouse and skirt have the effect of a frock made in one

Nos. 2754/18–2755/18
Over the simple skirt is a coatee with an oddly shaped peplum, the pattern of which comes with the waist pattern for 50 cents

No. 3147/18
A taffeta overdress, demure in line, hangs over a shirred underdress of vivid chiffon

No. 3150/18
To two short seams add lace frilling and a velvet bow on satin—an attractive negligée

No. 3160/18
A becoming negligée jacket drapes prettily at the back, and is cut in one piece with but two seams; the pattern is 50 cents

No. 2813/18
By the line of lace insertion and lace ruffles a negligée simulates jacket and slip

No. 2701/18
The trig doubly plaited ruffles make a charming finish for a surplice room gown

LINGERIE PATTERNS FOR THE AMATEUR SEAMSTRESS

NEGLIGÉES EASY TO MAKE AND BECOMING TO WEAR

No. 2702/18
The high waist-line is marked at the back by shirrings, from which ribbon is drawn

No. 2581/18
A cluster of tucks running crosswise at the center front shape a brassière just enough

No. 2890/18
For the full figure a well-cut linen brassière, darted to fit and to keep slim lines, is suggested

No. 2582/18
A brassière favored because disfiguring buttons are done away with by the surplice crossing

Nos. 3167/18-3168/18
A brassière with underarm boning and with elastic bands at the back; a petticoat cut circular

No. 2800/18
An envelope chemise with the fold at the lower edge is cut in one piece with only side and shoulder seams

No. 3151/18
Chemise and drawers are cut in one piece and slightly shaped with pin tucks at the normal waist-line

No. 3114/18
The Parisienne's version even of the pajama naturally includes frills; the pattern is priced 50 cents

No. 3148/18
Drawers and corset-cover cut in one piece, with the fold of the goods at the lower edge of the drawers

No. 2816/18
The fold of the material is on the shoulder; the back width brought forward marks the waist-line

BETWEEN THE AGES OF TWO AND EIGHTEEN YEARS THE BECOMINGNESS OF CLOTHES IS IN PROPORTION TO THEIR SIMPLICITY

Nos. 3104/18–3105/18
Sizes 16, 18 years; and 34, 36 inches bust measure. A frock of velveteen or corduroy which may slip on over the head and have thin sleeves

No. 3108/18
Sizes 8, 10, and 12 years. A school frock of dark blue serge has commodious pockets to recommend it

No. 3011/18
Sizes 2, 4, 6, and 8 years. Rompers such as these invite the hardest play, the hardest tubbing and wear

No. 3117/18
Sizes 6, 8, 10, and 12 years. Flared as flared should be, this is a top-coat of this season, lately come from Paris

No. 2847/18
Sizes 2, 4, 6, and 8 years. A top-coat is buttoned from neck to patent leather belt placed slightly low

No. 3060/18
Sizes 6, 8, 10, 12, and 14 years. A play smock such as this is now a necessity in every child's wardrobe

No. 3103/18
Sizes 16, 18 years; and 34, 36 inches bust measure. A one-piece frock in which the fulness is made the trimming feature; pattern price, $1

No. 2536/18
In this layette are included the patterns of six different garments for 50 cents

Nos. 2856/18–2857/18
Sizes 14, 16, and 18 years. Such a three-piece dress of serge is always in order. Blouse and coatee are included for 50 cents

Nos. 3106/18–3107/18
Sizes 16, 18 years; and 34, 36 inches bust measure. With skirt and bretelles of serge, the blouse is crêpe, embroidered in the color of the skirt

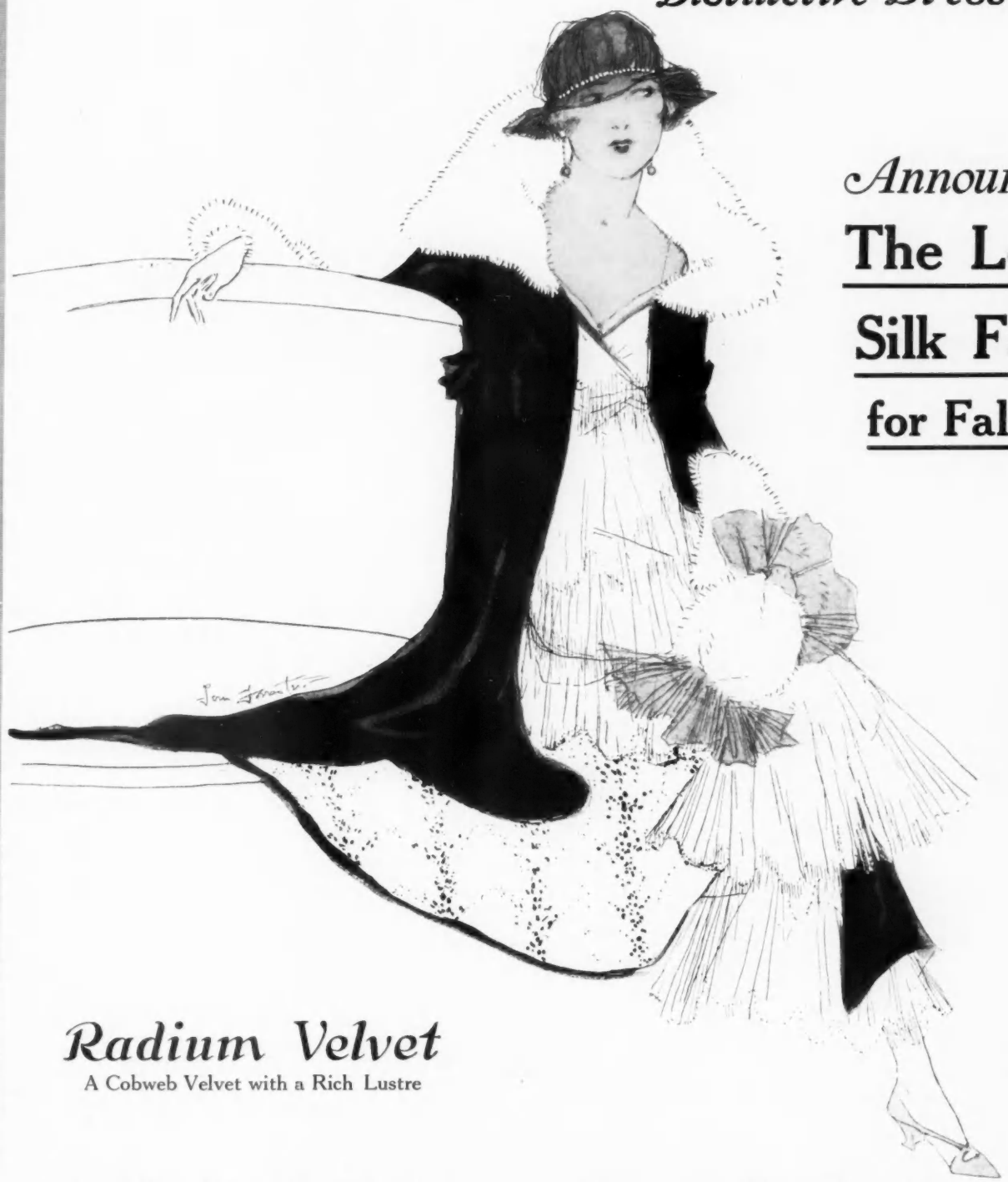
Nos. 2830/18–2831/18
Sizes 16, 18 years; and 34 to 40 inches bust measure. A ruffled dance frock of sulphur yellow chiffon is girdled with gold ribbon

Nos. 2837/18–2838/18
Sizes 14, 16, and 18 years. This is an afternoon frock which may be of crêpe trimmed with bands of net patterned with soutache

No. 2669/18
Sizes 16, 18 years; 34 to 40 inches bust measure. This top-coat has the approved swing and belting of the mode; pattern, $1

HAAS BROTHERS

Distinctive Dress Fabrics



Announce:—

The Leading Silk Fabrics for Fall 1915

Model Wrap of Radium Velvet lined with Chinchilla Silk. Dress of Callot Net

Radium Velvet

A Cobweb Velvet with a Rich Lustre

Faillette Taffeta

A New Weave

Georgette Satin

A High Lustre Satin with a Suède Finish

HAAS BROTHERS' BLUE BOOKS OF FALL SILK FABRICS AND BLUE BOOK OF PARIS MODELS in which these Materials are shown, can now be seen at the leading Dressmakers and Ladies' Tailors

PARIS
13 Rue des Pyramides

NEW YORK
303 Fifth Avenue

"OF COURSE IT'S A FRONT LACE CORSET"

For only front lace corseting finds favor now. And just as surely is it La Camille, if "milady" buys her corset carefully—for no other corset interprets the new styles so subtly—or possesses so many refinements and exclusive features.

"La Camille"

Reg. Trade Mark, U. S. Pat. Office.

The Front Lace Corset With The *Ventilo* Back

The Ventilo back and front shield, an exclusive feature of La Camille, represent the most important corset improvement of the last decade. By relieving all pressure on the spine, by providing a free circulation of air, by preventing the lacer from scoring the flesh, *really stylish corseting is permitted without a thought of discomfort.*

Model 3601, illustrated, is for the average figure and shows how faithfully the approved style lines are interpreted in these new La Camille models. It has the new higher bust line, the natural curve at the waist following the figure closely—the somewhat shorter skirt. Made of Coutil, tailor trimmed; 12-inch front clasp, three sets of hose supporters, elastic section at bottom of back.

Small section of back of corset showing Ventilo feature.

Price - - - - - - - - - - **$5.00**

Other corsets at $1.50 to $25.00

Booklet and Name of Nearest Dealer on Request

INTERNATIONAL CORSET COMPANY
AURORA ILLINOIS

Courtesy of John Lane Company

"What Pictures to See in America," with two hundred illustrations to aid in the identification of the pictures, is a book that comes none too soon

WHAT THEY READ

The Then and Now of Fiction, Real Things about Real People and More or Less Unreal Things about Countries

TO EACH generation its own fiction, and unhappy is the novelist who outlives his public. Mr. Howells in genial old age probably realizes without bitterness that the daughters of the women who once constituted his audience do not read his novels. So much the worse for those young persons, if they would make acquaintance with American life as it was lived from twenty to fifty years ago by kindly simple well-placed folk of the middle west and of New England. American literature has no truer pages than those of Mr. Howells's fiction, and in that fiction we know ourselves of an earlier generation. A valiant realist was, and is, Mr. Howells. He wrote of what he knew, and his simple and sufficient theory was that not the unusual, but the usual in human affairs, should engage the pen of the novelist. Most Americans never committed a murder, most, indeed, never so much as committed an assault, said Mr. Howells, so why make violence and bloodshed, crime and their concomitants, the subject of fictional narrative? The assault in "The Kentons" is slurred over almost as a fictional impropriety. To create a whole gallery of sensational pictures is to distort human life for vulgar effect. Believing these things, Mr. Howells went on writing fiction about just the kind of men and women that one met at afternoon teas, or on the tennis-courts, or at pleasant house-parties, or in the respectable homes of Boston or Columbus. When he played critic, he insisted upon his theory of realism in fiction. Meanwhile, the world went right on preferring other than realistic fiction, or fiction with a different realism from that of Mr. Howells.

Stevenson in one of his letters humorously protested against the fiction of the shaded porches, and demanded romance with pirates and bloodshed. We have had plenty of all that since, and we have had a new realism dealing with aspects of life that Mr. Howells left entirely untouched, and these books are sold not in few thousands, like those deliciously written stories of Mr. Howells's, but in tens and hundreds of thousands.

Mr. Howells has written of New York city with poignant truth, but his New York is not the New York of "Empty Pockets," or of "The Salamander." Sooner or later the turn will come, and we shall all be reading tales of sober and simple realism, though doubtless a different realism from that of Mr. Howells, for literary history does not exactly repeat itself. And a generation hence what will young folk say to "Empty Pockets"? Will they take it for truth of a New York that once existed, or will they say naught of "Empty Pockets," because every single copy of Mr. Hughes's brilliant, too brilliant tale, beautifully printed on perishable paper, will have crumbled into dust?

EMPTY POCKETS, by RUPERT HUGHES, belongs with the same author's "What Will People Say," though it is a far better work. It is a long melodrama of New York life as it is lived in the sensational columns of the press. Mr. Hughes has seized the most startling incidents of metropolitan life in many strata of society, as revealed in the tales of crime, divorce proceedings, and the extravagances of "society" for twenty years past, and woven a highly spiced and mingled romance of high life and low life, virtue and vice. His heroine is a charming and innocent daughter of the rich; his hero, if the book has one, is a young hospital surgeon, while the villain is one of those spoiled darlings of fortune who appear once in a decade to afford the newspapers a long succession of turned-column stories of their audacities and absurdities. Along with the gilded youth, millionnaires, daughters of the rich, and their minions and attendants, are all sorts of inferior folk, from the easily insolent man milliner to the stuss dealer, badger woman, and gunman. All these folk are done with the high glitter that characterizes some special reporting, and Mr. Hughes's local color is laid on in primary chromatics and with a very stiff brush. The whole thing makes an extremely brilliant melodrama of baffling mystery with many ably realistic

(*Continued on page 92*)

You can have the Berkey & Gay furniture you want at prices you would ordinarily be asked for furniture much less worthy

THE impression prevails among many people that, because of its perfection in workmanship and its correctness of design, Berkey & Gay furniture must be high priced. Such is not the case.

¶ A manufacturing capacity of large proportions coupled with a wide distribution enables us, with the inclination to do so, to produce quality at far less cost than would be possible with less perfect facilities.

¶ This ability to buy honestly made and properly finished furniture of correctly interpreted period designs means more to the American people than most of us realize. Home environment molds character.

Berkey & Gay Furniture

"FOR YOUR CHILDREN'S HEIRLOOMS"

is not an empty phrase.

¶ It is sold by responsible furniture dealers in all sections of the country, usually the best in a community. And, in addition to the stock carried, they are enabled by means of the Berkey & Gay portfolio of photogravures to show the complete line of practically five thousand pieces. This gives you such a wide selection that exclusiveness in design is possible without what under other circumstances would be a prohibitive price.

BY INVITATION MEMBER OF

NEW YORK U.S.A.

¶ A booklet called "Masterpieces in Miniature" containing fifty reproductions of plates from our dealers' portfolio gives a very good idea of our product. This we will gladly send upon receipt of six cents in United States postage, together with Eugene Field's whimsical poem, "In Amsterdam."

BERKEY & GAY FURNITURE CO.

Factory, Executive Offices and Show Rooms
Grand Rapids, Mich.
194 Monroe Ave.

Eastern Offices and Show Rooms
New York
113-119 W. 40th St.

BERKEY & GAY FURNITURE

This inlaid mark of honor identifies to you each Berkey & Gay piece

WHAT THEY READ

(*Continued from page 90*)

portraits, as of the reporter, the man about town—the high and low of various types. Indeed Mr. Hughes's puppets are done with audacious cleverness, and they abundantly prove the author's acquaintance with a bewildering number of the "human warious" as found in New York. It must be said, however, that in spite of brilliant phrasing, the humor of the tale is a little stiff, its pathos a little cold, its human interest broadly superficial rather than convincingly true. Mr. James Montgomery Flagg gives us illustrations to match the text. (New York: Harper & Brothers, $1.35 net.)

A FAR COUNTRY, by WINSTON CHURCHILL, must be accepted as much the most important book that the author has yet written. Mr. Churchill has not acquired true distinction of style, and he can still write sentences with bafflingly placed qualifying phrases, as for example this, "I came to know the justices of these police courts, as well as other judges," but his method of expression is crisper than in his earlier books, and his diction is fuller and more precise. What strikes one even more than these surface symptoms is the greater thoughtfulness, the broader charity, the truer humanity of the work. Not yet, however, has Mr. Churchill compassed an art to subordinate entirely the tract to the tale, for the book, much as it interests one in the autobiographic narrator and those nearest him in affection and the higher interest, is above all a political and social tract. The scene is laid in a large middle western city, and the tale is told against the background of political intrigue inextricably interwoven with the selfish interests of big business. Once the scene shifts to New York and to the office of a great financier, whom the reader easily identifies as the late Mr. Morgan. The love element is present and effectively displayed, but the central interest of the tale is the development of the narrator, who pursues through all the years of youth and early middle life the career of a successful corporation lawyer, and in the end accepts the lesson taught by his radical opponent. The "far country" to which he has journeyed is this land of success, with all its vicious practises and the allurements of personal power; and it was necessary that he should make this journey, or some such, in order to find his better self. There are many well-displayed characters besides the narrator. One of the most interesting among them is the local boss; another is Krebs, the man of conscience, and another Watling, who has a philosophy above his practise. The tale, which is long, but not too long, has that prime quality of a good novel, dramatic interest, and it has much else to commend it to the reader whether he be thoughtful or frivolous. (New York: The Macmillan Company, $1.50 net.)

JAFFERY, by WILLIAM J. LOCKE, is in the writer's old-fashioned high spirits, in the wilful whimsical vein that first won him popularity. Of course, the tale is an extravangaza, to some degree, in plot and incident and almost entirely in character. The chief dramatis personae are highly, not to say wildly, unconventional folk. Jaffery himself is a gigantic painter with an unmitigated artistic temperament. He inherits from a friend an Albanian widow, a passionate, black-eyed, raven-tressed person of heroic size and noble lines, who swears like the army in Flanders, asks for what she wants, and ruthlessly rules all about her. She must have looked like the Albanian beauties whom Byron saw mending the highways, when he visited that wild little principality more than a century ago along with the delightful Cam Hobhouse, and Fletcher, the absurd valet, a visit that yielded much to one canto of Childe Harold.

Jaffery and the irrepressible widow arrive at the country house of the gentleman who poses as autobiographic narrator of the tale, and the lady, uninvited, promptly decides that she has found the place where she wishes to stay. Later she insists upon visiting remote regions of the earth with Jaffery, and we hear of their adventures in Jaffery's letters. There is much to like and to think about in this tale, a deal of irresponsible fun, and something less than the charm that Mr. Locke's faithful readers expect. F. Matania supplies an interesting frontispiece, and other rather brilliant illustrations. (New York: John Lane Company, $1.35.)

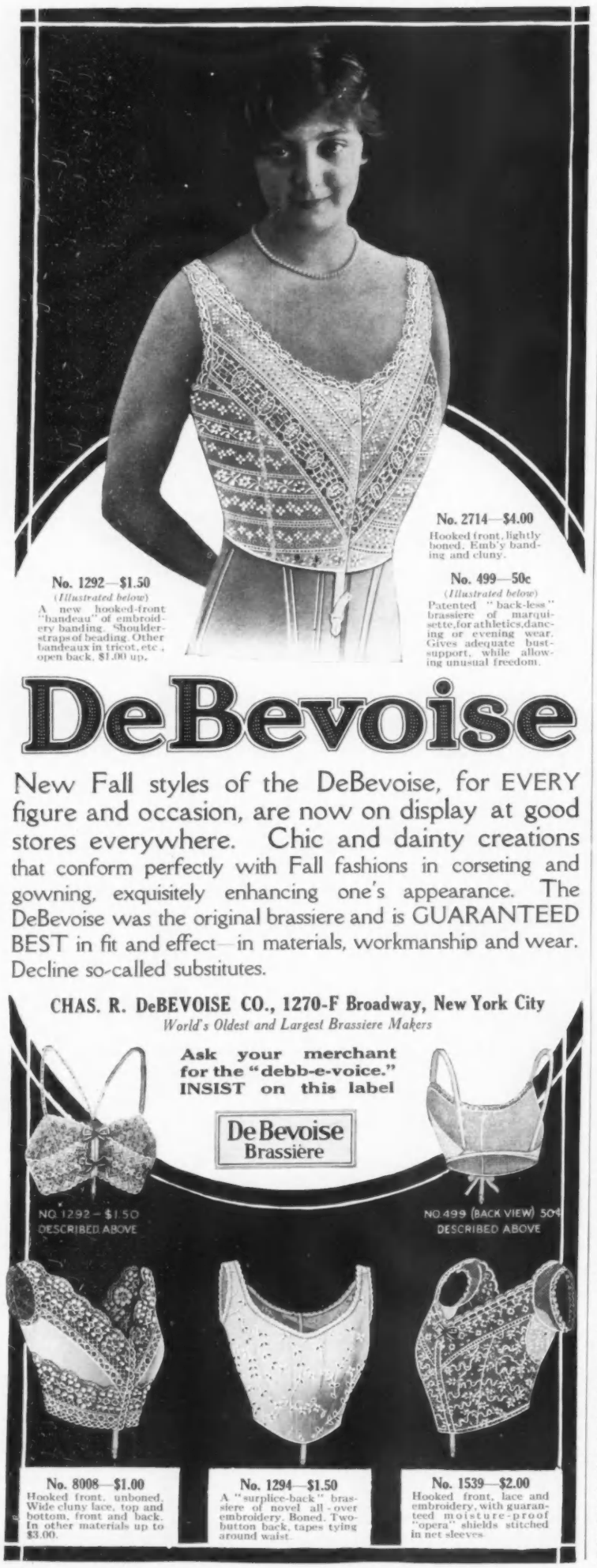
JIM, by REGINALD WRIGHT KAUFFMAN, must be recognized as in some sort a novel with a purpose, perhaps, indeed, a novel with two purposes—one to catch the popular ear with a story in which matters now much in the newspapers are treated, the other, and higher, to show the evils of low views as to marriage. Jim is an artist with a handsome vulgar wife, who has had lovers and who finally determines to obtain a divorce that she may marry one of them, a peculiarly unworthy one at that. The artist has too high a notion of marriage to let his wife drag him through a sensational trial, and she and the lover bring about the divorce by a judicious employment of secrecy and perjury. The lawyer who aids them for the sake of the woman's father announces to her their success in an insulting telephonic message. As to the new husband, he proves worthless and eventually penniless, while the woman fails to entangle another man at whom she has set her cap. Incidentally, Mr. Kauffman shows us something of emancipated society in New York, especially well displayed at a studio tea. He denies that his book contains any

(*Continued on page 94*)

Courtesy of the Century Co.

Almost as Shavian as Shaw himself is "George Bernard Shaw, Harlequin or Patriot?" written by John Palmer

(Photo—Ira L. Hill's Studio)



DeBevoise

New Fall styles of the DeBevoise, for EVERY figure and occasion, are now on display at good stores everywhere. Chic and dainty creations that conform perfectly with Fall fashions in corseting and gowning, exquisitely enhancing one's appearance. The DeBevoise was the original brassiere and is GUARANTEED BEST in fit and effect—in materials, workmanship and wear. Decline so-called substitutes.

CHAS. R. DeBEVOISE CO., 1270-F Broadway, New York City

World's Oldest and Largest Brassiere Makers

WHAT THEY READ

(*Continued from page 92*)

portrait. It may be summed up as a workmanlike bit of fiction without enduring merits. (New York: Moffat, Yard and Company, $1.35 net.)

OF PEOPLE AND PLACES

GEORGE BERNARD SHAW, HARLEQUIN OR PATRIOT? by JOHN PALMER, a distinguished London critic, attempts to destroy the figure popularly accepted as that of Shaw, to tell us what the real Shaw is, and while dissenting from much that Shaw has written, to explain and apologize for even the unpopular "Commonsense and War." Mr. Palmer, despite his ability to criticize his hero, seems to be almost more Shavian than Shaw himself. He denies that Shaw is a jester, a mere cold creature of reason, an anarchist, a careless man of letters, but also denies him originality as a thinker. Much of the misunderstanding as to the character of Shaw, Mr. Palmer believes to have arisen from his habit of outspoken self-criticism, the result of his long apprenticeship to the critic's trade. A man who criticizes his own work can not be vainglorious, thinks Mr. Palmer, but it might be asked, how can he escape the charge of gross egotism? The charge against Shaw of vigorous and persistent self-advertising, is precisely the one that Mr. Palmer least successfully combats. He strongly and ably takes issue with Shaw's opinion that Shakespeare was great only because he had a supreme method of expression, and while condemning the war articles, he ingeniously explains them. On the whole, Mr. Palmer does not overrate Shaw's importance as a dramatist, or his rare brilliancy as a writer upon many topics, while his insistence that Shaw is first of all a man of intense moral conviction will command the assent of most who really know Shaw's work. (New York: The Century Company, 50 cents net.)

RALPH WALDO EMERSON, by O. W. FIRKINS, might seem, on the mere announcement that it is a critical biography of the great New Englander, a superfluous work, but the author's semiapologetic preface will seem unnecessary to those who read this admirable volume. Not only is it far from superfluous, but one is amazed that we have got on so long without Mr. Firkins's critical estimate of Emerson, the man and master. Furthermore, if Mr. Firkins finds himself sympathetically appreciative of other notable American authors, a list all too short, he will confer an obligation upon American letters and the American people by writing like critical biographies of all such. We have had, for example, more than enough abuse and adulation of Whitman; we need for him the sort of thing that Mr. Firkins has done with so masterly an effect for Emerson. This handsome volume of nearly four hundred rather large and very full, but excellently printed, pages, purposely subordinates mere biographical detail to critical estimate, though he who reads the book with attention will know the essential facts of Emerson's life and genesis, ancestral and other, as freshened by materials from the ten volumes of the Journals.

As to both man and works, the attitude of Mr. Firkins is that of the cordial admirer, who retains in the presence of the master, however, his own critical self-respect, who does not approach his subject with the bated breath of the humble disciple, yet recognizes in this truly great man, as all but the basest recognize in all great men, something that is above criticism, the divine spark of inspiration. In style, this book comes close to being a masterpiece of critical biography, and, indeed, the qualifying words of this phrase seem almost churlishly grudging, so great is the charm of the author's diction, humor, subtlety, force, and grace. There is hardly a paragraph without its quotable sentence, there is many a quotable paragraph, and there are not a few pages that one would like to quote entire.

The critical discussion of Emerson's works will not satisfy his warmest admirers, or content those who think him far less than we all once thought him, and in the very first sentence of the first chapter the substitution of "seer" for "thinker" would perhaps please the majority of intelligent readers widely acquainted with Emerson's writings. Mr. Firkins's sprightly but solidly founded critical expressions, however, will help us all to place Emerson where he belongs in the literary hierarchy of the last century, and as an abiding influence in this, while the notable closing chapter which modestly endeavors to foreshadow Emerson's influence in the future is not the least illuminating of the book, and one that admirably reveals the reverent spirit of the author. No recent literary biography issued on this side of the Atlantic is more significant and important than Mr. Firkins's rereading of Emerson. (Boston: Houghton Mifflin Company, $1.75.)

THE FRENCH IN THE HEART OF AMERICA, by JOHN FINLEY, brings together in book form what Dr. Finley, now State Commissioner of Education in New York, delivered last year before the Sorbonne in Paris, and at several provincial French cities. The author owes many of his facts to Parkman and other diligent students of the American past, but this fine volume, a royal octavo of more than four hundred pages, is no mere compilation. Dr. Finley has made the subject his own, and has developed his own philosophy touching the imposition of our transplanted and transformed British civilization upon the vast area that once was French. He rapidly traces the movements of the French explorers from Labrador southwestward, and then tells of the planting of Gallic civilization in the Mississippi Valley.

All this matter well-told makes a fascinating story, if one considers merely the facts, but Dr. Finley has shown the relation of the facts to that time and this. Later he discusses our settlement of the region beyond the Alleghanies and of "Louisiana," as we, for a time, called the empire between the Mississippi and the Rockies. He has a chapter also on the future, and he closes with an "epilogue" on Francis Parkman, "the historian of France in the new world." Dr. Finley writes with charm, with humor, and with a happy use of figurative language, and he illustrates his story with homely anecdote. The subject discussed in the volume was singularly appropriate for the lectures of an American exchange professor in France, and it is fortunate for us at home that Dr. Finley has found time to present his lectures in collected form. (New York: Charles Scribner's Sons, $2.50 net.)

SOUTH OF PANAMA, by EDWARD ALSWORTH ROSS, PH.D., LL.D., Professor of Sociology in the University of Wisconsin, gives us the fruits of the author's recent long travels in South America. Professor Ross saw all the west coast states, even Bolivia, much of Argentina, and something of Brazil. He somewhat recently declared rather strongly for the restriction of immigration, largely upon racial grounds, and this attitude must be taken into account in judging his low opinion of civilization below Panama, in spite of the fact that he says in his preface that not race, but environment, have made the difference between South America and the United States. The traveler's main interest was not concerned with the antiquities of the lands he visited, but with the living people of to-day, and their institutions. He found much of beauty, much of interest, in the countries of the west coast,

(*Continued on page 96*)

OPENING ANNOUNCEMENT

On September 13th we will present for your approval an unusual collection of fur and tailored models which have been secured by our representative from the choice Paris creations; also models designed by our expert staff working with Miss Steinmetz, an artist of world wide reputation.

An afternoon walking tailored suit, suitable for development in soft materials and velvets.

One of many beautiful fur coats shown by Stein & Blaine, of Hudson Seal, trimmed with real Beaver and copied in many other fur combinations.

A walking suit, suitable for all seasons, particularly adapted to be worn with furs.

Copies of exclusive models made on our own premises in regular sizes ready for immediate delivery.

8-10 West 36th St. **Stein & Blaine** **New York City**

Ladies Tailors and Furriers

A pleasing combination of pearl grey broadcloth and sabled 'possum are used in this walking costume for the young girl. Buttoned high with mother-of-pearl buttons, the straight, boyish lines are most becoming.

Afternoon frocks, dinner gowns, tailored suits, furs that correctly interpret the modes of the season.

Your inspection is cordially solicited.

WEINGARTEN & PEARL
516 FIFTH AVENUE
At 43rd Street New York

WHAT THEY READ

(Continued from page 94)

but he found the common people in a terrible condition, and the upper classes, for the most part, above toil of any kind. The statistics of illegitimacy are startling and, indeed, perhaps nothing like this record is to be found in any other civilized land. Hideous diseases also abound, and the ignorance and superstition of the common people are most appalling.

Economic conditions Professor Ross found better in Chile than in any other west coast country, though even here the common people are only just emerging from a state of desperate poverty. There has been a wholesome infusion of German immigration here that has had its effect upon the native population. On reaching Argentina, the traveler felt at home as it were, for here he saw, as in this country, many men of many nationalities, and felt the rapid pulse of a driving community. In the parts of Argentina where there has been a strong infusion of negro blood conditions are less favorable. He found South American civilization "androcentric," and he illustrates this fact by many stories of the contempt in which women are held. Caste also is powerful and labor is held in low esteem. The whole social picture is depressing, for in a large part of the region visited the common people, natural opportunities, and government exist largely for the benefit of the few. Professor Ross illustrates his book with nearly one hundred photographs of great interest. (New York: The Century Company, $2.40 net.)

DIVERS MATTERS OF DIVERSE INTEREST

ARMS AND THE RACE, by R. M. JOHNSON, assistant professor of modern history in Harvard University, and lecturer at the U. S. Army War College, advocates with moderation that "preparedness," of which we are hearing a good deal in these days from many who speak with a zeal beyond discretion. Professor Johnson is above all things moderate in his tone. Only once does he speak contemptuously of any who advocate peace. In this instance he unfortunately singles out a man far more distinguished than he in the academic world, and incidentally reminds at least one reader that the author's most famous academic contemporary, who has also been President of the United States, stands out as a believer in the possibility of preventing war, not by preparedness, but by international agreement.

The author discusses our undoubted unpreparedness in so far as the army is concerned, and argues for preparedness upon the old, the classic ground, of ordinary historians and all militarists, that war is likely to be a permanently recurrent incident in human affairs. He wishes, however, that we shall be prepared solely for defense; he deplores our possession of the Philippines, and hopes we shall lessen the danger involved in the Monroe Doctrine. Germany, he thinks, we need not fear any time soon, but he believes Japan to be a menace, possibly of the near future. He would have a regular standing army of about two hundred thousand men, stationed mainly on the Pacific coast, with garrisons at Panama, Honolulu, the Philippines, and in Alaska. He would have also a considerable body of militia, and his contemplated organization would make possible the raising of our entire force to something over six hundred thousand well-trained men six months after a declaration of war. Professor Johnson's arguments for the necessity for all this have been many times met by the advocates of disarmament. (New York: The Century Company, $1 net.)

RUSSIA'S GIFT TO THE WORLD, by J. W. MACKAIL, is a well-written and beautifully printed pamphlet intended to impress the people of the British Isles with the merits of their great ally, held up to the world by the enemy as a nation of barbarians. Mr. Mackail quotes as his authorities nearly a score of eminent men. He does not attempt to conceal the poverty of Russia in some departments of culture, and highly as he speaks of the Russian tongue, he does not overpraise a language that competent critics have placed in some respects above any other of modern Europe. On the whole, he recognizes that Russia's highest claim to distinction as a promoter of the world's culture lies in her literature. He shows, however, that she has done great things in music, and in others of the fine arts, and in many important branches of learning. As to painting, he seems to regard the recent movement of the mystical painters as the most notable and the most characteristically Russian. Mr. Mackail's pamphlet, as a temperate statement of an interesting and highly important matter touching which we, in this country, are extremely ignorant, deserves at our hands a wide reading. (New York and London: Hodder and Stoughton, 50 cents net, paper.)

TENNIS AS I PLAY IT, by MAURICE E. MCLOUGHLIN, undertakes in the text to make good its title. Mr. McLoughlin presents not so much a theory of tennis, as an exposition of his own game. By way of making his words more effective for his purpose, he accompanies the exposition of each important pose in action with a full page photographic reproduction of himself in that particular pose. There are almost three score such illustrations besides others, most of them intended further to aid in the exposition of the text. The author discusses also courts, rackets, and other matters related to the game. Richard Norris Williams 2d, national tennis champion for 1914, contributes a friendly introduction. The frontispiece shows the author in playing costume with a restrained smile on his lips that threatens to get beyond control in his eyes. Several interesting groups of famous players appear in the earlier illustrations. (New York: George H. Doran Company, $2 net.)

WHAT PICTURES TO SEE IN AMERICA, by LORINDA M. BRYANT, is in effect an illustrated guide-book to the picture galleries of this country, mostly public, a few private, from Boston south by way of New Haven, New York, Baltimore, and Washington, to New Orleans, and west by way of Syracuse, Rochester, and Buffalo, to Chicago. The galleries of Pittsburg, Cincinnati, Milwaukee, St. Louis, Fort Worth, Sacramento, San Francisco, and several small cities of the middle west are also included in the lists and illustrations of this volume. The author's method is to indicate by room and wall-place the more important works discussed and to give each a bit of helpful criticism as to painters and paintings. More than two hundred illustrations aid the reader to identify pictures discussed. When the traveler finds himself detained by accident in a European city not originally contemplated as a stopping place in his itinerary, he usually learns where the local art museum may be found, and consumes his enforced leisure in seeing its treasures, and these accidents of travel often have interesting surprises. Hull, for example, is perhaps an unpromising town to kill time in, but the traveler will find there at least one notable Whistler, and some other things well worth seeing. So if fate maroons you at Muskegon, Michigan, do not give yourself up to despair, but see the Raeburns, Hogarths, Goyas, and Whistlers in the gallery of the Hackley Public Library. This book comes none too soon; it has been long needed. (New York: John Lane Company $2 net.)

Gage Millinery

GAGE HATS

Are the highest expression of the art of Millinery Designing.

The ideas from which they are developed are authoritative and exclusive.

That they are appreciated by the correct dresser, because they embody the best styles, is evidenced by the number worn today by American Women of good taste.

For sale in the best Millinery Shops everywhere.

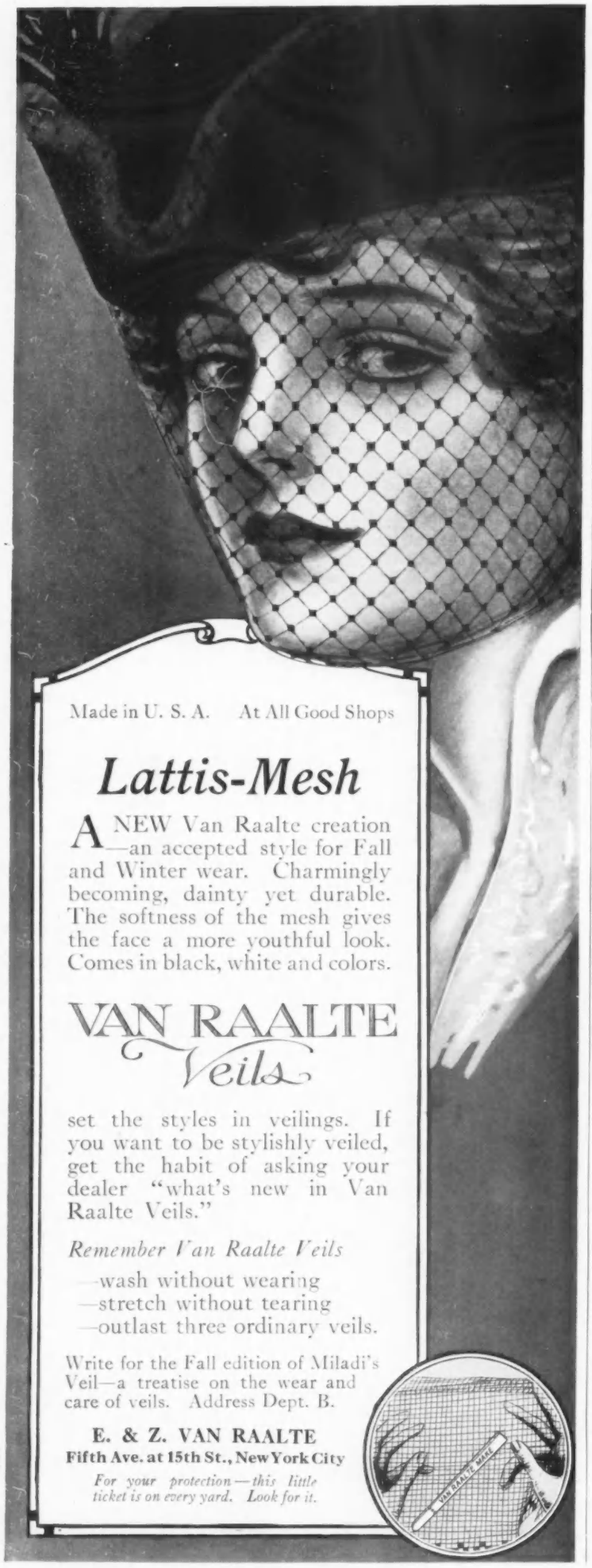
Dealers will find them on display in our New York show rooms, S. W. Cor. 5th Ave. & 37th Street and in Chicago

Gage Brothers & Co. Chicago New York

18 S. Michigan Ave. Chicago

Cor. 5th Ave. and 37th St. New York

49 Rue d'Hauteville Paris



Made in U. S. A. At All Good Shops

Lattis-Mesh

A NEW Van Raalte creation—an accepted style for Fall and Winter wear. Charmingly becoming, dainty yet durable. The softness of the mesh gives the face a more youthful look. Comes in black, white and colors.

VAN RAALTE *Veils*

set the styles in veilings. If you want to be stylishly veiled, get the habit of asking your dealer "what's new in Van Raalte Veils."

Remember Van Raalte Veils

—wash without wearing
—stretch without tearing
—outlast three ordinary veils.

Write for the Fall edition of Miladi's Veil—a treatise on the wear and care of veils. Address Dept. B.

E. & Z. VAN RAALTE
Fifth Ave. at 15th St., New York City

For your protection—this little ticket is on every yard. Look for it.

The dressing-table is now one of the followers of Harlequin and appears decorated in the black and white of his regalia

ON HER DRESSING-TABLE

FASHION would make harlequins of us all. The black and whiteness of Harlequin's regalia first invaded our wardrobe, then our drawing-room, now our bedroom. The first few minutes of a day in madame's present parti-colored existence are an example. She awakes in a black and white enameled wood bed and rings for her black and white frocked maid. The breakfast tray appears with its service of black and white china. Breakfast over, madame seats herself, in her black and white chiffon negligée, before a black and white dressing-table, and the maid takes a black and white striped brush to smooth her mistress's black (and white? Sh!) hair. You doubt? The illustration on this page is at least part proof, and attractive proof, for this magpie mode has the power to give to a woman's costume or to her home a distinction that can not always be achieved with colors.

The dressing-table shown here (part of a complete bedroom set) is of old ivory enamel on mahogany with black trim, and is constructed on the simple lines that such a striking color scheme requires. Its price is $85. Light is cast by two candle-sticks of art metal molded like delicate white Corinthian columns and finely lined with black. Each costs $2.50. New in shape are the black and white silk shades with fringes of steel and jet beads; price, $4.75 each. The toilet articles are of French ivory enameled in black, and of an excellence which permits them to be cleaned without fear of rubbing or cracking. The brush, with its extra long bristles, costs $4, as does the mirror. Hair receiver and powder-box are $2.75 each. The buffer is $2.25, and nail file, buttonhook, cuticle knife, little paste pot, and comb may be had for $1 apiece. On each article is a shield which blankly awaits its monogram. Each large letter, in any color, costs 15 cents for engraving upon each toilet article. A smaller letter costs 10 cents.

A PLAY, A SONG, NOW A PERFUME

One can scarce do more than wish this new toilet series the same success which was awarded the play after which it was named. The play ran in New York for two years and is now on the road; a song named after the play was hummed and strummed and danced to everywhere, and, for that matter, still is.

In this series the extract is an oriental mélange of twenty different flower oils of which rose, sandalwood, jasmine, orange, and ylang-ylang are but five; price, 60 cents and $1.75. The toilet-water is $1.50 and $2.75; the talcum, 50 cents; the face powder, 60 cents; the rice powder, 30 cents; the sachet, 75 cents, and the cream, 60 cents, which is at once a cleansing cream and a skin food, and may be had greaseless or otherwise.

A SOLID PERFUME

Fancy buying perfume by the tube instead of by the bottle, as a solid instead of as a liquid; and yet that is the form under which a French house is presenting certain of its extracts. The preparation when squeezed upon the skin melts instantly, and the delicate fragrance of heliotrope, lilac, rose, verbena, violet, eau de cologne, or any one of several bouquet odors, is at once perceptible. One must also recognize the convenience and safety of this dainty gilt tube if one wishes to carry perfume in a handbag; price, 35 cents.

A new perfume from the same house comes in a large bottle of blue and white striped glass and costs $5.50, but there is also a small frosted glass bottle costing but 50 cents, which will more than introduce one to this delightful new scent.

This house is now selling its bottles of French talcum, formerly 50 cents, for 35 cents each. The odors are many, both floral and bouquet, and the powder is of the finest. A cologne for massage after the bath is recommended, a cologne made of specially selected grain alcohol to which has been added other solvents and beneficial oils. A four-ounce bottle costs $1.

[*Note.—Readers of Vogue inquiring for names of shops where dressing-table articles are purchasable should enclose a stamped and addressed envelope for reply, and state page and date.*]

"My dear—just clip that for me and sign my name. Most exceptional offer! Four whole months for one dollar, and I *love real* news of the theatre. And you—you young rascal—can read of your matinee idols. They say—let me see—'Intimate accounts of the lives of actresses and *actors*.'"

"Oh, that isn't what *I* want it for—*most*."

"Well, what then?"

"I'll whisper—*I want to copy Ina Clair's clothes*—I'm just crazy about the way she dresses. And a lot of her dresses are in the September issue."

"Well, all we have to do is send this coupon—and then they will bill us for it October 1st."

"*How nice*."

"Here is the address."

THE THEATRE
Magazine
8 West 38th Street
New York City

Name.....
Address.....
I will send, on receipt of bill, $1.00 for special four months' offer, to
THE THEATRE MAGAZINE
8 West 38th Street
New York
N. Y.

Homer

Rebuilder of Gowns

A GOWN remodeled by me means a creation that is up-to-date in every detail.

I REBUILD gowns successfully for out-of-town customers—send in your frocks.

I specialize in
Gowns to Order
only

Perfect Workmanship

Prices Reasonable

11½ W. 37th St.
New York

PHONE 5265 GREELEY

Distinctive Homes

are not necessarily the most expensive—those who wish their homes to express distinction should make a study of the best examples of home decoration, both here and abroad. The only magazine which adequately deals with all phases of decorative art and which is edited entirely for those who wish beautiful surroundings is

Arts & Decoration

Well chosen decorative accessories are of paramount importance

Arts & Decoration deals with every phase of art

One dollar invested now in a six months' trial subscription to Arts & Decoration may be the means of giving your home that touch of individuality which raises it from the commonplace to the distinctive. The full color-plates alone make the magazine worthy of a place on your library table.

Each number contains numerous profusely illustrated articles on distinctive homes, antiques, paintings and the various phases of art which are of essential interest to all lovers of the beautiful.

The regular subscription price of Arts & Decoration is three dollars a year. In order that you may immediately become acquainted with the magazine we are offering a special short term trial subscription for one dollar. Sign the attached coupon and send it in now before you forget.

Arts & Decoration, 434 Lafayette Street, New York

Please send Arts & Decoration for the next six months, for which I enclose $1.00.

Name.....

Address.....V. S.

Hickson INC.

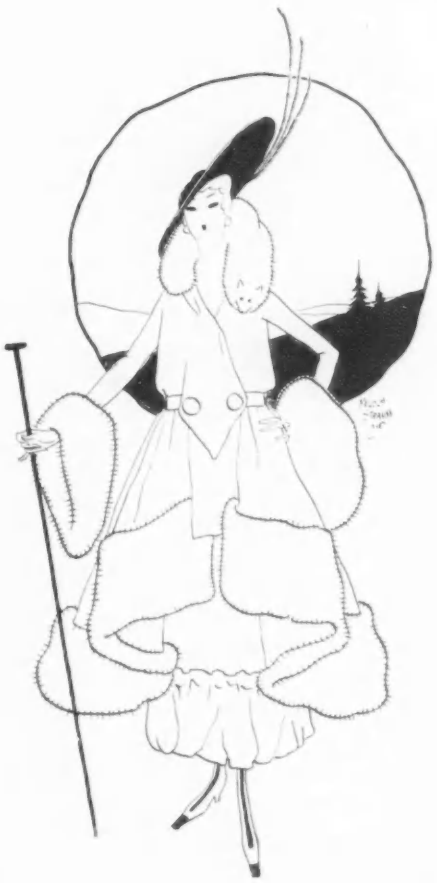
American Premier

in

Tailored Frocks

Gowns

Hats *Furs*



Presents a collection of models more wonderful in originality, good style and perfect detail than any previous exhibit made in this country.

The contemporary displays of all Paris for the Autumn and Winter are shown in *replica*, together with hundreds of adaptations and original creations to be had only in this establishment—now the largest organization of its kind in the world.

Fifth Avenue at 52d Street

New York

Boston Paris

NOBLESSE OBLIGE

As a school it is unique, this class carried on by the Public School Association in a New York jail and known as the Tombs School. The personnel shifts constantly, as some of the boys are kept only for a few days. They are from sixteen to twenty-one years old and the Tombs School gives them friendly aid while they wait for trial, whether it be days or months. Their offenses range from petty misdemeanors to murders.

In 1897, humanitarians started to enlighten and befriend boys who found themselves convicted of law-breaking. The time of waiting for a trial is a peculiarly opportune time to help them, as arrest and conviction have already been a discipline and have made them more conscious of needing friends.

If the trial releases a boy from prison his home conditions are investigated and in a number of instances the boy has been removed from evil environment. In especially needy cases, food and lodging are supplied until the boy becomes self-supporting, but the funds of the committee do not permit that all deserving boys be helped in this way. People of means who realize that criminals are a heavy tax on a community might well find in this school and its activities a field worthy their serious attention.

THE OPPORTUNE QUESTION

The class meets five mornings a week and the boys are instructed in subjects fitted to their needs. Recently, the director, Mr. G. C. Marvin, explained for half an hour to the one hundred young law-breakers who faced him just what the probation officer and the probation opportunity meant to each one of them. By way of contrast, he emphasized that the arresting policeman, the juryman, the district attorney, and the judge all represented the law, and that the law is charged with ferreting out crime and disciplining the law-breaker. The office of the probation officer was shown to be entirely different. His business is to search for mitigating circumstances (should there be any), to be possessed of data that justify a plea for mercy, or to find a mild and just disposition of the case.

The boys were urged to tell the truth to the probation officer on the ground that "honesty is the best policy." Striking anecdotes that emphasized the expediency of absolute truth reenforced the advice. The talk was eminently practical and the young men paid absorbed attention.

In looking over these hundred young men and boys, one could easily imagine that it was a public school class, so little outward evidence was there of viciousness, and at least one observer could not escape the conviction that if home conditions had been what they should have been, these boys would not have reached the plight that shuts them away from both home and society. At the close of the talk, they are allowed a few moments' time for general conversation, and at this period and before the class convenes, Mr. Marvin advises the boys personally.

A wide range of subjects is presented in the course of the year. The legal procedure from arrest to sentence is considered, and the meaning of suspended sentence and probation; first aid to the injured is illustrated with practical bandaging, and courses in physiology and sanitary science are given. All the subjects arouse and hold the interest of the boys, for they are ably presented by the director or under his guidance. A class under the care of Mrs. Spaulding of the City History Club which met on Friday mornings during 1914, was not only interesting but it was also very useful. Another very excellent series of talks on animals is given regularly, twice a month, by Mrs. Mary S. Sage, of the New York Women's League for Animals.

An inspiring talk on "How to Succeed" was given on the morning of December 22 by Mr. A. C. Sheldon, general secretary of the Big Brother Movement. Christmas gifts were given the boys; a Christmas entertainment is given each year by the committee.

The boys are frequently furnished with underclothing, handkerchiefs, stockings, toothbrushes, and other necessities. Each morning they may have writing paper, stamped envelopes, or postal cards for communicating with relatives and with friends. All these and other valuable activities are carried on most economically, only $1,500 is now asked for the current year. It should be explained that, while the Tombs School meets with the full approval and encouragement of the commissioner of correction and the prison officials, it is supported entirely by private subscription. During the year 1914, 2,473 boys of all creeds and nationalities passed through the school; they improved perceptibly in personal appearance and cleanliness and in the care of their cells.

FOR IMMEDIATE NEEDS

Money is welcome in large and small amounts, and the Tombs Committee can always put clothing even if it is well-worn to immediate use, for many of the boys are in a destitute condition. Books and magazines are most earnestly requested, as reading is the only means of whiling away profitably the hours of cell life. The magazines are stamped, "Property of the Tombs School. Please return to the Director." They are loaned again and again and are greatly appreciated by the boys.

Money donations may be sent to Mrs. Howard van Sinderen, Treasurer and Secretary, 520 Park Avenue. Clothing and books and magazines may be sent to Dr. G. C. Marvin, Director, Tombs School, City Prison, Centre Street, New York City.

Mrs. J. K. West is chairman of the committee, and among the members are: Mrs. David Wagstaff, Miss Ella Mabel Clark, Mrs. Willard Parker, Mrs. Henry A. Stimson, Mrs. Hiram E. Dewing, Mrs. Grenville Parker, Mrs. Miles B. Carpenter, Mrs. Pierre Noël, Mrs. Briton Niven Busch, Dr. Jane E. Robbins, and Mrs. Dean Sage.

LUCILE (PARIS) Ltd., 11, Rue de Penthievre

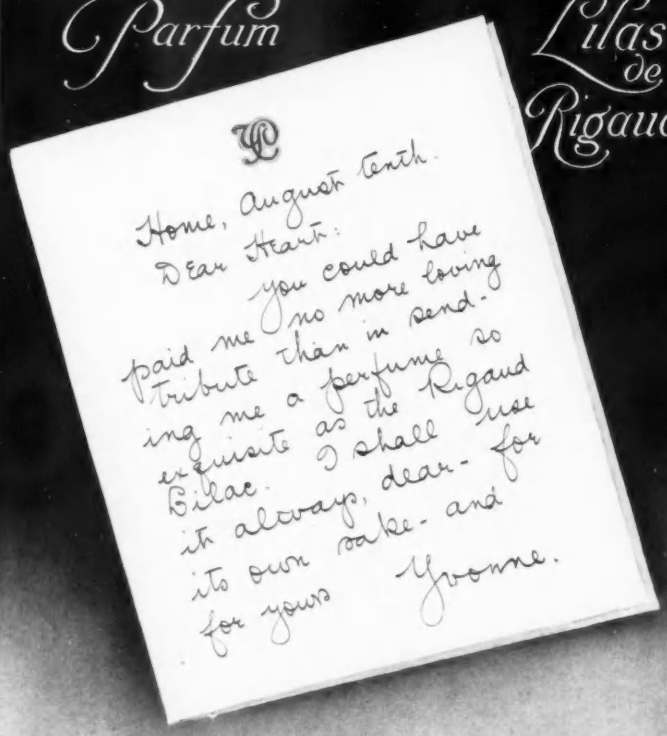
LUCILE (LONDON) Ltd., 23, Hanover Square

LUCILE (NEW YORK) Ltd., 37-39 West 57th Street

Announcement

The Chicago Establishment of
LUCILE LTD. will be opened
about September the 15th
at 1400 Lake Shore Drive

Parfum Lilas de Rigaud



Send today for complimentary sample of this wonderful fragrance. Address—

RIGAUD

Dept. H 75 Barrow Street (Paris: Rue de la Paix) New York

REICH

MILLINERY IMPORTERS
553 FIFTH AVENUE, N.Y.

Announce
their opening for the Fall and Winter Season, showing the latest
PATTERN HATS
from the leading Paris modistes.
ALSO
Exclusive Models of Their Own Creations.
Your Inspection Invited.

S O C I E T Y

Births

NEW YORK

Eustis.—On July 31, at Newport, to Mr. and Mrs. George Peabody Eustis, a daughter.

BOSTON

Wendell.—On July 12, to Mr. and Mrs. William G. Wendell, a son.

BUFFALO

Butler.—On August 5, to Mr. and Mrs. Edward H. Butler, a son, Edward H. Butler, Jr.

WASHINGTON

Elkins.—On July 26, at their home in Elkins, West Virginia, to Mr. and Mrs. Blaine Elkins, a son.

Deaths

NEW YORK

Armstrong.—On July 15, at Garden City, Long Island, Edward Maitland Armstrong.

Mott.—On July 26, Jordan L. Mott.

Ogden.—On July 29, at Narragansett Pier, Clara F. Ogden.

Rutherfurd.—On July 31, Walter Rutherfurd.

Schurz.—On July 18, at Lake George, Agatha Schurz, daughter of the late Carl Schurz.

Sedgwick.—On July 14, at Pittsfield, Arthur George Sedgwick.

Thackara.—On July 18, at her home in Paris, Eleanor Sherman Thackara, wife of Mr. Alexander Montgomery Thackara.

Thorne.—On July 4, in the Province of Quebec, Canada, Samuel Thorne.

Tracy.—On August 6, Beniamin F. Tracy.

Ward.—On July 16, Beverley Ward.

CHICAGO

Turner.—On July 12, Colonel Henry Lathrop Turner.

NEW ORLEANS

Myles.—On July 1, Frederick F. Myles.

PITTSBURGH

McCandless.—On July 4, Stephen C. McCandless.

Miller.—On July 6, Mary L. Fleming Miller, wife of Mr. Reuben Miller.

Engagements

NEW YORK

Bigelow - Pell. — Miss Matilda Bigelow, daughter of Mrs. E. M. Padelford, to Mr. Herbert Clairborne Pell, Jr.

Boardman-Boardman.—Miss Clarinda S. Boardman, daughter of Mrs. Lansdale Boardman, to Mr. Bradford Boardman, son of Mrs. William H. Boardman.

Ethridge-Clements.—Miss Dorothy Ethridge, daughter of Mr James Ethridge, to Mr. W. Wallace Clements, son of Mr. William Lawrence Clements.

McCall-Maloney.—Miss Ella Gaynor McCall, daughter of Mr. Edward Everett McCall, to Mr. William Raywood Maloney.

Miller-Gantz.—Miss Beatrice Wooster Miller, daughter of Mrs. Ferdinand R. Bain, to Lieutenant Harry Gantz, U. S. A.

Simons-King.—Miss Cornelia N. Simons, daughter of Mr. Charles Dewar Simons, to Mr. Harry Lee King.

Wolf-Sprague.—Miss Dorothy Louise Wolf, daughter of Mr. Theodore Wolf, to Mr. Carl O. M. Sprague, son of Mr. Irvin A. Sprague.

ANN ARBOR

Patterson-Haff.—Miss Gertrude Patterson, daughter of Professor George W. Patterson, to Mr. Carroll Barse Haff, son of Mr. D. J. Haff.

BALTIMORE

Sheldon-Smith.—Miss Elizabeth H. Sheldon, daughter of Mr. Charles E. Sheldon, of Rockford, Illinois, to Mr. Shalor Gordon Smith.

BOSTON

Winslow-Lowell.—Miss Charlotte Winslow, daughter of Mr. Arthur Winslow, to Lieutenant Robert T. Lowell, U. S. N., son of the late Robert S. Lowell.

CINCINNATI

Allen-Jacob.—Miss Marriette Allen, daughter of Mr. Jonathan H. Allen, to Mr. Waldemar Jacob, son of Mr. Charles H. Jacob.

CLEVELAND

Hoge-Ford.—Miss Rachel Martha Hoge, daughter of Mr. James B. Hoge, to Mr. Cyrus Clark Ford.

PHILADELPHIA

Bannard - McCawley. — Miss Margaret Yorke Bannard, daughter of Mr. Charles Heath Bannard, to Ensign Edmund S. McCawley, U. S. N., son of Mr. William Morris McCawley.

Boyd-Este.—Miss Harriet W. Boyd, daughter of Mr. James Boyd, to Mr. J. Dickinson Este, son of Mr. Charles Este.

Weddings

NEW YORK

Anderton-Kingsland.—On June 24, Dr. Walter P. Anderton, son of Dr. William B. Anderton, and Miss Ethel Kingsland, daughter of the late George Lovett Kingsland.

BALTIMORE

Goddard-Harrison.—On August 3, at Iden, New Kent County, Virginia, the home of the bride's father, Dr. Calvin H. Goddard, son of Mr. Henry P. Goddard, and Miss Eliza Cunningham Harrison, daughter of Mr. Chapman Leigh Harrison.

PHILADELPHIA

Brinton-Ballou.—On July 30, in St. Peter's Episcopal Church, Mr. Howard F. Brinton, son of the late Dr. William Bowen Brinton, and Miss Una Ballou, daughter of Mrs. Franklin Ballou.

SAINT LOUIS

Skinner-Crunden.—On August 10, at "Cranbrook Camp," Fish Creek, Wisconsin, Mr. William Wood Skinner, son of Mr. James Henry Skinner, and Miss Elizabeth Crunden, daughter of Mr. Frank P. Crunden.

WASHINGTON

Delano-Murdock.—On August 28, at Wichita, Kansas, Lieutenant Harvey Delano, U. S. N., and Miss Marcia Murdock, daughter of Mr. Victor Murdock.

Weddings to Come

NEW YORK

Lawrance-Harriman.—On September 25, in Trinity Church, Lenox, Miss Kittie Lanier Lawrance, granddaughter of Mr. Charles Lanier, to Mr. William Averell Harriman, son of Mrs. E. Henry Harriman.

Meyer-Rice.—On September 18, at the country home of the bride's mother, Highland Park, New Brunswick, New Jersey, Miss Katherine Meyer, daughter of Mrs. John Christopher Meyer, to Mr. Schuyler Neilson Rice, son of Judge J. Kearny Rice.

LOS ANGELES

Ramsay-Blyth.—On October 9, at the residence of the bride, Miss Marjorie Ramsay, daughter of Mrs. William Edmund Ramsay, to Mr. Charles Reginald Blyth.

ONE OF MANY NEW TAILOR SUITS

PARIS LONDON

REDFERN

Under the New Management the High Reputation of the House will be Fully Maintained

New Modes from our Paris House are Being Received at Frequent Intervals

Gowns, Suits, Wraps, Furs

Smart Original Millinery

Our Charges Will Compare Favorably With Any House of a Like Character

3 East Forty-eighth Street - - New York

Chauffeurs' Outfits

Special

AT

$43.50

Overcoat, Suit and Cap to Match

Smart, neat, perfect fitting, and durable; the best value in Motor Clothes for Chauffeurs that can be bought.

A Double-breasted Overcoat. A Smart Norfolk Jacket, with Trousers or Breeches. A Cap of Regulation Chauffeur's Style.

Made of fine quality worsted whipcord in two shades of gray and in tan—the outfit complete **$43.50**, or, as follows:

Overcoat .	**$25.00**
Suit . . .	**$16.50**
Cap . . .	**$ 2.00**

Suit with two pairs of Trousers or Breeches or one pair of each—**$23.50**

Other Outfits of Better Grade at **$57.50, $75.00** and **$125.00**
Dusters That Beat Anything in America at **$5.00**
Made of splendid GRAY MOHAIR

Brill Brothers

BROADWAY AT 49th ST.

NEW YORK CITY

ESTABLISHED HALF A CENTURY

H. JAECKEL & SONS

No. 16 WEST 32D ST., NEW YORK

(Our Only Address)

Will show early in September the new Furs *for* Winter 1915-1916

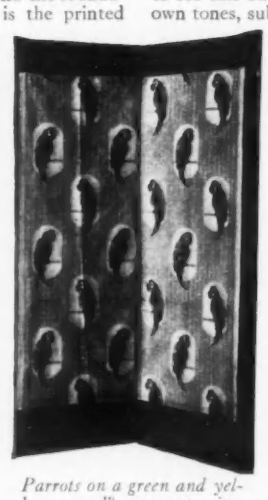
The trick that makes the pattern, its spacing, ground, and color a pleasing whole, is an art. The pattern is orange, the lines blue, the ground string color; $2.60 a yd.

Simple furniture lends itself to the new decorative art in which color holds so high a place. Cherries pattern an oyster white ground plaided in sky blue; $2.60 a yd.

CHINTZ—WITH DISCRETION

POIRET and Groult of Paris, Hoffman and Jungnickel of Vienna, have now sterner work at hand than that of making novel decorations. The result is that American artists and manufacturers are thrown on their own resources.

The ruling principle in the modern room is the color scheme, and the foundation of the color scheme is the printed fabric chosen as the decorative textile. These stuffs should thus be carefully selected. Of course, if for a scheme of decoration a classic style be chosen, the fabrics are more or less fixed. A bedroom in the Louis Seize style is much the same thing whoever does it; it varies only in elegance. But a bedroom ultra-modern is whatever its owner chooses to make it, and this individuality is full of charm and agreeable surprises.



Parrots on a green and yellow ground?—a monstrosity; art makes the whole subdued and decorative; $3.30 a yd.

AN ART WITH OTHER ARTS

The best "modern" fabrics, mostly hand-blocked prints, are designed by artists in decoration. They contain not a line that has not been carefully considered—in its relation to other lines, in its effect at a distance and at close range. Each color used is the result of careful experiment. That mystery known as optical illusion is played upon with such cleverness that the artist virtually becomes a magician for the happy confusion of a taste too conventional.

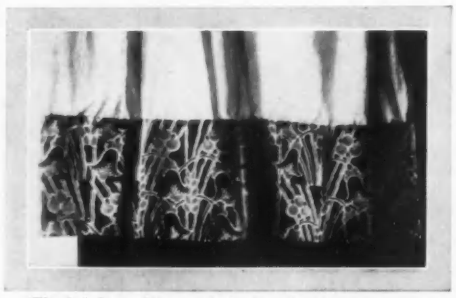
An example of this optical illusion is the linen in the middle of the page, a twine colored ground patterned with parrot medallions, and mounted on a screen. These birds are of vivid colors—green, scarlet, yellow, blue; the field about the twine colored ovals is a clever mottled striping of pea green and yellow. To shut one's eyes is to think of these colors with horror, but to open them on the reality is to see this background neutralized by its own tones, subdued yet full of resilience.

This illusion is evident in the lines but not in the colors of the cushion at the upper left. A pattern of vases and flowers is done in flat color and without connecting lines, yet the objects lack neither shading nor connection. The stripes are eccentric in spacing and in wave; the colors are primitive, simple, honest. On a putty colored fabric, the stripes and vases are deep navy blue, the flowers orange. In the cushion at the upper right, a pale blue wavering line lightly plaids an oyster white ground between baskets of red cherries. Solid in color and design is the curtain band below. The bellflower of which the Viennese are fond shows scarlet against a black background lightened with stems and flowers of pale blue to give an almost "plain" effect.

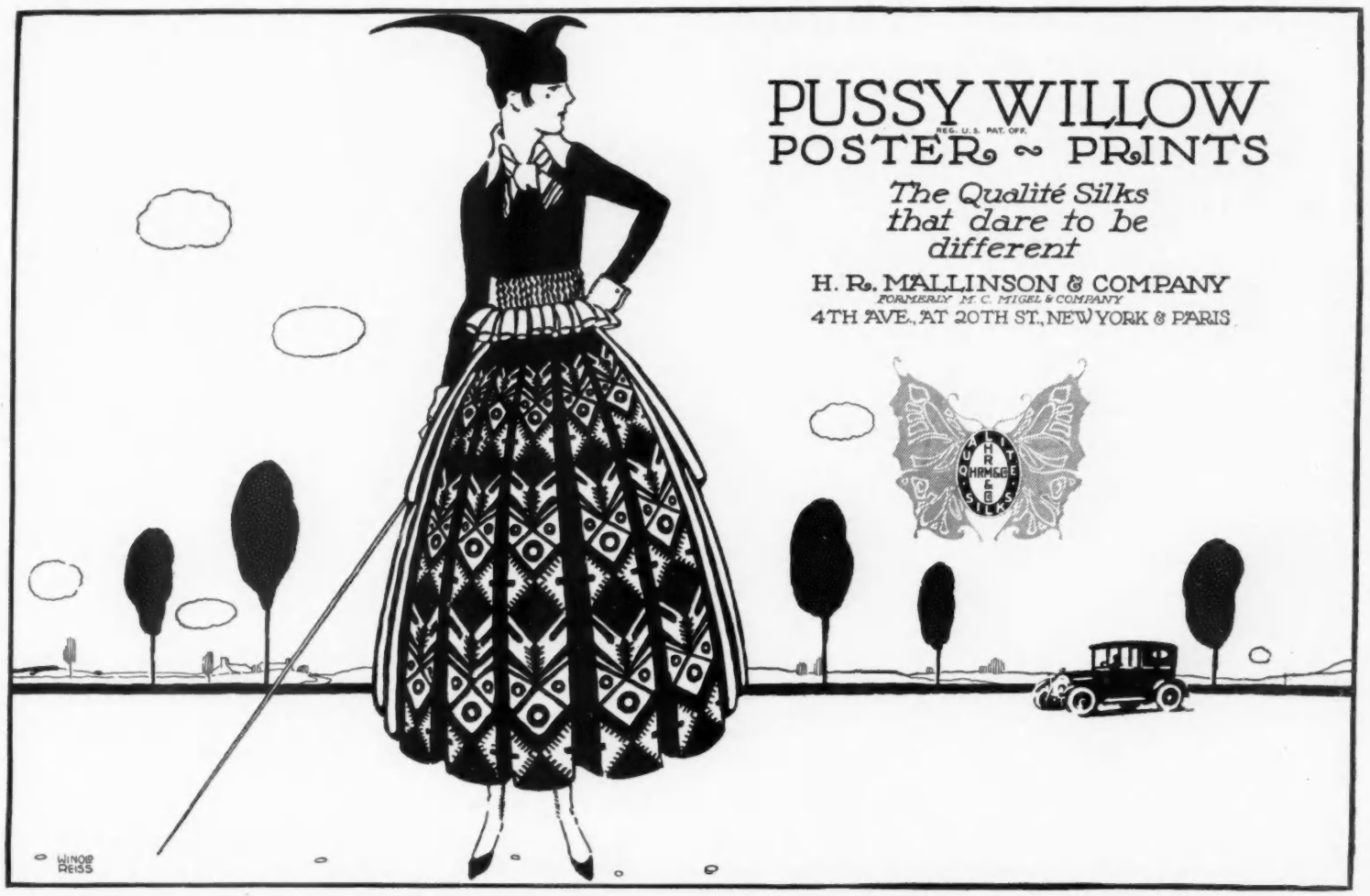
USED WITH MORE DISCRETION THAN VALOR

The use of these materials is informal. They are not meant for the drawing-room; but for bedrooms in the town house and for almost any room in the country home they are more than interesting. The quantity in which they may be used varies with their eccentricity; startling ones are best used as bandings on plain materials.

The furniture to cover with these stuffs is the simplest—the rattan and painted furniture, in white, black, or colors, even the so-called "peasant styles" of the great periods, especially those modifications of the Louis Sixteenth furniture that are less refined than the fine antiques. In fact, with any simple style of furniture and a well-chosen chintz, a room of great charm is possible.



The brighter chintzes do best as bandings on curtains or other large plain spaces. Here scarlet bellflowers brighten a black ground; $3 a yd.


PUSSY WILLOW
REG. U.S. PAT. OFF.
POSTER ~ PRINTS
The Qualité Silks
that dare to be
different
H. R. MALLINSON & COMPANY
FORMERLY M. C. MIGEL & COMPANY
4TH AVE., AT 20TH ST., NEW YORK & PARIS
WINOR REISS

Foster Shoes
for Women and Children
The illustration shows a distinctive Foster production in Patent Leather with English foxing and a neutral tone Buckskin top. This boot can also be supplied with a black kid or black cloth top. All styles have the Louis fifteenth heel.
Prices $8.00 to $12.00
We invite you to visit the Foster Shop when in Chicago
Service by mail also.
F. E. Foster & Company
125 N. Wabash Avenue. Chicago

Forsythe
Fall
Tailormades
F-1. An attractive blouse, with entirely new rever effect collar. The front is made with three French buttonholes, which hold three large genuine Ocean Pearl buttons. It comes in heavy crepe, washable cashmere —in white only, also in Radium silk, same colors as F-2. . . . . $5.75
F-2. "Blouse Nouvelle." Made with very stylish pointed collar and mannish bow tie. Looks equally pretty when worn high or low neck. Made of the new Merveilleux silk in white, flesh, orchid, rose, sunset, light blue, black, navy, and French grey $7.50
F-3. A decidedly new model with very becoming low neck and bow of self material. Made of the lustrous Radium silk in white, flesh, orchid, rose, sunset, light blue, black, navy and French grey $5.75
Mail Orders promptly filled
JOHN FORSYTHE & SONS
The Waist House
3 WEST 42ND STREET
NEW YORK
No connection with any other house doing business under the name of Forsythe

Telephone:
277 Regent (3 lines)

Telegrams:
"Couturiere, Piccy, London."

PAQUIN, Ltd.,

Are
now showing
their
NEW TOILETTES
and
MILLINERY
for
THE AUTUMN
SEASON

ROBES
MANTEAUX
BLOUSES
CORSETS
TROUSSEAUX
LINGERIE
FOURRURES
MODES

It having been brought to the notice of Messrs. PAQUIN, Ltd., that certain persons are endeavoring to dispose of gowns as genuine Paquin Models which are not authentic, it is found necessary to inform the public that the only address in London at which the creations of the House can be obtained is 39, DOVER STREET, where all garments are produced simultaneously with their appearance in Paris.

39, Dover Street, MAYFAIR, LONDON, W.

This illustrates a rug made on our looms at Peking, China. It is a reproduction of an antique rug, the design being composed of the five mythical dragons and the eight Buddhist symbols. It is a notable example of the "cisele" or incised shearing characteristic of early Chinese productions

ORIENTAL MASTERPIECES REPRODUCED

Reproducing an Antique Rug means considerably more than merely approximating the effect of the old example.

An intimate knowledge of the symbolism, as expressed in the designs of the early periods, enables us to produce Rugs having the same design interest which, in the antique, represented the artistic inspiration of the master weaver.

It is now possible to acquire, for practical use, Rugs of a type heretofore found only in expensive collections and museums.

We will be pleased to give further information upon request.

W. & J. SLOANE

Direct Importers of Eastern Rugs
Interior Decorators Furniture Makers
Floor Coverings and Fabrics
FIFTH AVENUE AND FORTY-SEVENTH STREET, NEW YORK

THE LONDONER PASSES

(*Continued from page 55*)

Alexandra came first, accompanied on her tour of the stalls by the delightful Duchess of Somerset, and followed by a large suite. Considering the infinite number of times that Queen Alexandra must have visited stalls at charitable bazaars, it seemed extraordinary that she should take still such an evident pleasure in it. She went from one booth to another with an air of absolute delight, lingered over the different displays, chatted and laughed with the amateur shop girls, and greeted people right and left, as though it were all the pleasantest novelty in the world.

At each stall her Majesty bought something. "Is that cheap?" she asked her purse-bearer, Sir Dighton Probyn, gaily, as a little French girl held up a breakfast cap and murmured, "*Quinze shillings six.*" In the midst of the breakfast cap decision, Lady Paget came up and presented the Queen very informally with a handsomely tooled leather box. "This is for you," she said, "for your letters." The Queen received it as though never in her life had she had anything to put her letters in. At the hat stall, to which the Maison Lewis had sent the charming models, that radiant blonde, the Viscountess Curzon, gaily tried on hats for Queen Alexandra's entertainment.

The chocolate sellers also did a thriving trade with royalty. Prince Christian, whose wife is Queen Victoria's eldest living daughter, bought heavily of chocolates at three shillings a box "to give to some one," as Miss Violet Asquith brightly suggested to him. Queen Mary's purchases were mostly at the Red Cross booth in charge of Adelina, Duchess of Bedford, and Lady Dudley.

The imposing figure of Queen Amélie of Portugal was seen towering above everybody. The tall Queen, with her warm Spanish eyes and sympathetic smile, had a personal expression now in English, now in French, for all her friends.

While all the bartering was going on, the French vaudeville show, which was to be given in the long room, on the walls of which the Duke of Buccleuch's celebrated collection of miniatures are arranged, waited patiently for Queen Alexandra's appearance, so that they could begin. "She hasn't any idea of going in," said the Marchioness of Ripon, indulgently. "She's having a beautiful time." The Queen and Princess Mary had conscientiously taken their places on time.

In the garden at the back of the house a buffet tea was served. Society women served here; the Countess of Essex, (Adela Grant) was among those who dispensed tea, iced coffee, cakes, and sandwiches. When finally the entire royal party, including tiny Mrs. Asquith, came out on the terrace and were addressed by Lord Curzon, it seemed indeed that no one in London society was missing.

ROYALTY AT RANELAGH

If the Three Queens' Garden Party had not unhappily fallen on the same day as the great open air fête at Ranelagh, the latter would have taken first place as the event of the amusing week. As it was, a number of people motored out to Ranelagh from "Montagu House" in time to see some very pretty tennis, with Countess Zia Torby, the Countess Nada Torby, Lady Drogheda, the Countess of Portarlington, Lady Victoria Primrose, and Mrs. Winston Churchill on the courts.

The charming Torby sisters played in sunbonnets, pale pink and pale blue, with turned-back rims. At the end of the day, the players trooped across the turf to curtsy to the Grand Duke Michael, the husband of the Countess Torby and a cousin of the Czar, and he awarded the medals.

After a score of smart little dinners there was a memorable hour with the Maeterlincks at the Queen's Hall. M. Maurice Maeterlinck, with a boy's calm fresh look of morning under his silver hair, was there, of course, and his wife, Mme. Georgette Leblanc-Maeterlinck, recited his verse. It was a brilliant day, ending, as usual, with a Belgium benefit.

ANSWERS TO CORRESPONDENTS

VOGUE invites questions on dress, social conventions, etiquette, entertaining, household decoration, schools, and the shops. Any reader may have an answer on these and similar topics; Vogue stands ready to fill the rôle of an authoritative, friendly adviser.

Because fashion is so variable, and depends so much on who you are and where you are, it is always better to secure a reliable answer to each problem than to run the risk of making a mistake. Before asking Vogue, please read carefully the following rules:

(1) Addresses of where to purchase any article will be sent by mail without charge and as promptly as possible, provided that a self-addressed, stamped envelope accompanies request.

(2) Answers to questions of limited length and unlimited as to time of answer will be published in Vogue at its convenience, without charge.

(3) Ten-day questions. Answers sent by mail within ten days after receipt. Fee, 25 cents for each question.

(4) Confidential questions. Answers sent by mail within six days after receipt. These answers will not be published without permission. Fee $2.

(A) The right to decline to answer is in all cases reserved to Vogue.

(B) The writer's full name and address must accompany all questions asked of Vogue.

(C) A self-addressed and stamped envelope must accompany all questions which are to receive answers by mail.

(D) Correspondents will please observe carefully the rule of writing on one side of their letter-paper only.

THE ORDER OF THE WEDDING

MRS. C. F.—Is it correct to send acknowledgments of wedding invitations?

Ans.—When an invitation is for a house wedding which is not to be a large one, it is more correct to send either an acceptance or a regret. Where a formal acknowledgment is sent, it is not necessary, naturally, to send cards also.

MRS. R. E. M.—With whom does the bridegroom enter the church at a church wedding? With whom does the best man leave the church after the ceremony? What is the correct dress for a bridegroom at a daytime wedding?

Ans.—In answer to your letter, we would say that at a church wedding the groom and his best man always come from the vestry and walk toward the altar in time to meet the bride as she approaches the chancel rail. The bridesmaid precedes the bride up the aisle and follows her on going down the church again; the best man usually slips into a pew.

A bridegroom at a daytime wedding wears a black cutaway coat and waistcoat, and with this are worn gray gloves.

Desti

PARFUMERIE

Encens Royal
Comme les Pétales
Invitation à la Danse
Eau de Cologne Ambrée
Creams · Powders · Rouges
Secret du Harem, Antirides
Cigarette Ambrée

ALL DEPARTMENT STORES

4 Rue de la Paix
PARIS

Rue de Casino
DEAUVILLE

23 East 9th Street
NEW YORK

DRES-TEX

SALT'S Latest Foreign Fabric will appeal at once to the smartly gowned woman. She will find the flattering lustre and pliability of this material irresistible.

It is, as well, a fabric, unlike any other—she who wears it will be distinctively clad.

SALT'S TEXTILE CO., Inc.
38 East 25th Street
New York

Designed by
Frank W. Cole

MOORHEAD & JARDINE Co
22-24 West 38th St.
NEW YORK

Tailored & Semi Dress
Hats

Interpreting the Fall Style Tendency in a most exceptional manner. Correct Styles for all occasions. On display in the best shops and departments everywhere.

Plymouth Furs

TITIAN, Rubens and Velazquez used the same kind of paint as thousands of other painters. But they used them in a masterful and truly artistic manner.

In the same artists' manner are Plymouth Furs designed and made. Deft touches make Plymouth Furs unique in excellence, in refined xclusiveness, and delightful originality. Their subtle distinction appeals to every well dressed woman.

Incidentally fur prices are now lower than for many years past.

Plymouth *service* is at your disposal regardless of where you live. Write us about your fur requirements.

Plymouth Handbook of Furs No. C

Let us know the kind of furs you wish to consider or the price you wish to pay and we will send you detailed information and the new Plymouth Handbook of Furs No. C. It contains all the new styles in coats, neckpieces and muffs. In addition there is a great mass of general information about furs.

Plymouth Fur Co.

100-120 Plymouth Bldg.
Minneapolis, Minn.
The center of the fur trade of America

A MODERN CANTERBURY TALE

TO most people Canterbury suggests the cathedral and pilgrimages to the cradle of English ecclesiasticism over the ground traveled by countless pilgrims past and present; but Canterbury has many another tale to tell and one of them is that of the Canterbury Weavers, an association devoted to the industry of handweaving by women. It was established by two women, Miss Holmes and Miss Phillpotts, in this ancient town of Kent.

Having learned the craft of weaving at Miss Clive Bayley's school of handweaving in London, these two women settled in Canterbury to put into effect what they had learned. They began modestly in a second-story room, manufacturing at first plain dress goods, serges, light woolen materials and flannels, and using the Kentish wool, which is too light for the heavier English cloths. They also succeeded with an exquisitely finished linen; and then they began experimenting with tweeds. They soon outgrew their quarters and were employing about thirty women and as many looms when they moved to their present historic quarters on the King's Bridge.

Housed in the quaintly gabled dwellings which overhang the river Stour the Canterbury weavers carry on the traditions of the old-time handcraft

WEAVERS PAST AND PRESENT

There they found themselves, by strange coincidence, in the homes of the weavers of the sixteenth century,—craftsmen who had given name and fame to their art in "the spacious times of great Elizabeth." These sixteenth century weavers were Walloons, Flemings, and Huguenots who, fleeing to Protestant England from religious persecutions on the Continent, thriftily took up their handicrafts and taught them to their neighbors in their new home.

Elizabeth protected them and Canterbury welcomed them, since they brought business to the city and gave employment to its people. They were forbidden to make such fabrics as the London weavers made but this served only to stimulate them to a more pronounced individuality.

When the weavers of to-day learned that they were in the houses of the weavers of yesterday, they began, under the advice of antiquarians, to search their quarters, to rip up the floors and look between the ceiling spaces; and they discovered old shuttles surprisingly like those in use to-day, bobbins of silk, swords, coins, a lantern, several pieces of raw silk and wool, and even a wooden panel upon which some Walloon artist had depicted their flight from their native land. It had been set in the wall of one of the rooms, and was found plastered over, but when cleaned and restored, it became a quaintly interesting relic.

Boarded up in one of the rooms was a china-closet containing some old china, and in another room there was found a suggestion of human vanity even more potent than clothes that adorn—a powder-closet, such as was used by the old hairdressers. Into this closet the head resplendent in a towering structure of hair was thrust while the powder was sprinkled upon it, and the closet prevented the dust from flying about the room of the exquisitely particular dame.

THE MUSLIN OF ROYAL TROUSSEAUX

These modern weavers were not content to produce the simpler forms of wool and silk and linen; they went on to make tapestries and to reproduce the famous Canterbury muslin, three pieces of which were in the old days included in the trousseau of every royal or noble bride. After searching long they finally found a piece of this muslin in the possession of the mayor of Canterbury, who kindly consented to cut them off a portion of it for study. It took the weavers five years to discover the method of weaving,—five years in which they built and destroyed as many looms, but they finally won success as a reward of their long patience.

A short time ago the original owners sold their business to a company which now employs forty women and as many looms in producing exquisite homespuns eagerly sought by the London market, tweeds for outing and morning wear, and the "Canterbury silk-finished linens," which do not fade and come in the most exquisite shades. They have their own designers, and some of their best workers are, in true English fashion, descendants of those old-time weavers who first brought the industry to Canterbury town.

ON NORMAN FOUNDATIONS

But while the weavers and their craft are well worth while, it is their houses that arouse most admiration. If only, we sigh, all workers might have such surroundings and develop their arts in the atmosphere of such inspiring tradition. Were it so, we might come nearer to Ruskin's ideal, that all workmen should love their work.

The beamed and gabled houses where the weavers work fringe the little river Stour as it flows under the King's Bridge. Flower-boxes star the embrasured windows and the nasturtiums like jets of flame in color hang down on long green stems almost to the water's edge as it ripples against the old foundations of the "King's Mill." The mill once spanned the river and was built by the Norman, Stephen of Blois, who later gave it to the monks of Canterbury. It became the possession of the Crown at the time of Henry VIII and was later sold to private owners and torn down, and houses were built upon the same old foundations.

These homes of the weavers call up pictures of the sixteenth century; and farther down the street, to make the picture complete, looms the West Gate, the only one of the seven gates of Canterbury now standing. It has stood just as it is since it was restored in the fourteenth century. Just beyond the gate is Falstaff's inn with its quaint old swinging sign, now black with age; and not far off is "Agnes's House," which Dickens immortalized in "David Copperfield." Over toward Christ's Church Gate, at the entrance to the cathedral close, stands a monument to Christopher Marlowe, poet and dramatist, surrounded by a little plot of green shrubs, and beyond it looms the cathedral.

Wooltex
THE H. BLACK COMPANY
Designers and Makers
PARIS-CLEVELAND

Here's what Paris says about your new fall suit

Slightly fitted jacket, flare skirt, high rolling collar, novel belt and pocket effects and precise attention to the outline of the garment—that's the commandment on suit styles from Paris for this season.

Wooltex

Wooltex Winningham No. 2426

New in every line, made in many beautiful fabrics and colors. One of the six in the Winningham group. Simple, graceful, durable and correct for maid or matron. Note the careful touch of fur at the neck, the slightly fitted jacket and flare skirt.

See how this Wooltex Winningham suit follows the mode in its exquisite and classic simplicity. Remember that it is only one of six in the Winningham group, and but one of many others in the new offerings of Wooltex tailored coats, suits and skirts.

If you are looking for a way to make your clothes-money go farther—to make it buy style that is correct and refined, and material and workmanship that are equal to those of the custom tailors—you will find it both pleasant and profitable to choose from the many attractive models that carry the Wooltex label.

Wooltex coats are priced at $16.50 to $55.00; suits at $25.00 to $75.00; skirts at $5.00 to $15.00. To get the full benefit of the new styles, you should see them now, in your city, at

The Store That Sells Wooltex

Jansen Nursery Furnishings

Classic beauty of line characterizes these nursery furnishings of Jansen-Ware done in wood and wicker. Design and coloring, after the manner of the Brothers Adam, give them an exquisite daintiness just suited to the nursery. In the rich, cream-ivory tones, with dainty relief in darker shade and in fairylike touches of pale blue, each piece is a thing of rare beauty.

Jansen-Ware includes many varieties of nursery furnishings—cribs, bassinettes, layette baskets, toilet articles, and other fascinating novelties. All these wares are original in design and of expert craftsmanship. To be had only at the leading retail shops throughout the country.

Ed. Jansen, Maker

JANSEN-WARE
STANDARD SINCE 1874
Look for this Label

110 West 18th Street
NEW YORK CITY

FOWNES GLOVES

You are not particularly interested in the kind of gloves your great-grandfather wore.

You *are* interested in getting your money's worth in glovewear now.

But if John Fownes had not satisfied your great-grandfather and other particular persons, — we might not be able to make you such good gloves today.

John Fownes, founder, set the standard which we have followed —and improved,—since 1777.

REG. U.S. PAT. OFF.
LIKE A GLOVER'S PARING KNIFE
SHAKESPEARE

THE BATHROOM

"the heart of the home" is as worthy of your personal attention as is the furnishing of the drawing room . . . .

The select environment quiet tone and artistic setting of the "Standard" display rooms in America's leading cities lend to the selection of bathroom equipment a distinctive interest and individuality

Standard Sanitary Manufacturing Co.

DISPLAY ROOMS

NEW YORK.....35 W. 31ST.	BOSTON.....186 DEVONSHIRE
PHILADELPHIA....1215 WALNUT	WASHINGTON..SOUTHERN BLDG.
CHICAGO.....900 S. MICHIGAN	PITTSBURGH.....106 SIXTH
CINCINNATI.....633 WALNUT	ST. LOUIS.....100 N. FOURTH
CLEVELAND.....4409 EUCLID	TOLEDO.....311-321 ERIE
ERIE.....128 W. TWELFTH	LOUISVILLE.....319 W. MAIN
NEW ORLEANS...846 BARONNE	NASHVILLE.....315 S. TENTH
FORT WORTH...FRONT & JONES	SAN ANTONIO.....212 LOSOYA
HOUSTON....PRESTON & SMITH	DALLAS .....2023 MAIN
TORONTO, CAN..59 E. RICHMOND	HAMILTON, CAN...20 W. JACKSON

For Beauty's Sake

NOW, the women of fashion return from their summer's gaieties to prepare for the many social duties of the winter season. What a difference there is in their complexions.

A great many indeed have skins free from freckles and sunburn, thanks to their foresight in taking with them the various beauty specialties provided by Mme. Helena Rubinstein, the famous complexion expert of Paris and London.

The others who lacked this foresight are returning this fall with their dainty complexions marred.

And these should therefore not delay visiting Mme. Rubinstein at her "Maison de Beauté Valaze." They should apply to her for her wonderful complexion treatments that have given her world-wide fame. They will have the sunburn and freckles removed, and no matter how passé their complexions may appear, under the touch of her "wizardly" skill, they will be assured of freedom from all lines, wrinkles, crowsfeet, sallowness, open pores, coarseness of the skin, blackheads or the many other undeniable signs of time or neglect.

For the sake of your beauty then, visit the "Maison de Beauté Valaze" on your return from the country, and Mme. Rubinstein will give to you the same beauty treatments she has administered to fashionable women and those of highest rank throughout the entire world.

If you cannot come now to Mme. Rubinstein, you may still treat yourself under her directions. You may order now from the abbreviated list of her wonderful preparations below and visit her "Maison de Beauté Valaze" when you are able.

VALAZE BEAUTIFYING SKIN-FOOD, removes the freckle pigment, dispels tan and sallowness by stimulating the tissues thereby insuring clearness and radiance of the skin as well as freedom from threatening lines and wrinkles. To keep your skin beautiful, if it is beautiful, and to make it attractive, if it is unattractive,—that is the master-purpose of Valaze, $1.00, $2.00 and $6.00 a pot. The dollar size is sufficient for six weeks' use. VALAZE SUN-PROOF CREME, a marvelous preventive of freckles and sunstains, may also be used for children, $1.00 and $3.00. VALAZE COMPLEXION POWDER for normal and greasy skins, $1.00, $2.50 and $4.50, all tints. NOVENA POUDRE, for dry skins, same prices and tints. VALAZE LIQUIDINE overcomes undue flushing of nose and face, oiliness and "shine" of the skin, and of course, open pores, $1.50 and $2.75 a bottle. VALAZE SNOW LOTION (Blanc des Perles) a "liquid" powder and lotion for the summer. It soothes, refreshes and cools. It adheres firmly and invests the face with exquisite softness of color; White, Pink and Cream, $1.25, $2.25. For oily skins SNOW LOTION SPECIAL is recommended, $2.50. VALAZE BLACK-HEAD and OPEN PORE PASTE removes blackheads, refines the texture of the skin and brings enlarged, coarse, open pores down to normal, $1.00, $2.00 and $3.00.

Send for Mme. Rubinstein's booklet "Beauty in the Making." Postpaid for 2c in stamps.

MME. HELENA RUBINSTEIN
15 East 49th Street
NEW YORK CITY
LONDON, W.: 24 Grafton Street
PARIS: 255 Rue Saint Honoré
Preparations obtainable at Fairmont Hotel, San Francisco

Two upper photograph by Henri Manuel

Nadia Boulanger, awarded the "Prix de Rome" for a cantata, is said to have collaborated with Pugno in writing an opera

Mrs. H. H. A. Beach, who, with Margaret Ruthven Lang, unquestionably heads the list of American women composers

Many of the musical compositions which have won precedence for women belong to Princess Armande de Polignac

WOMEN AS CREATIVE MUSICIANS

(*Continued from page 52*)

former years, of women composers? Though this may be true, one must, however, admit that women's work in music is seldom original. Their creative power appears to be of an inferior quality because, as a rule, it lacks the stamp of a true personality. Their workmanship, also, seldom rises to mastery, but retains an undeniable touch of amateurishness. But there are notable exceptions. Chaminade at her best has a certain subtle quality which is decidedly her own, and Dr. Ethel Smyth commands a skill in orchestration which makes her the equal of the most competent men. It would be impossible to mention here the large number of women who have written noteworthy music in all the larger forms: symphonies, symphonic poems, overtures, and suites, but as yet there have been few, if any, who can be compared to the greater men. The majority of women have worked wholly in the shorter forms. Arthur Elson writes in regard to this fact: "the absence of ambitious work must not be taken to indicate a lack of musical genius, for many of England's best-known women rest their fame upon a few short pieces. There is a vast difference between good music and great music, and a song of real worth often outlasts an ambitious but over-swollen symphony that is laid on the shelf after one hearing."

WRITERS OF SONGS

To look over a fairly complete list of women composers of all countries is to find that, with remarkably few exceptions, the trend of their effort seems to have been toward the writing of songs. Many of these songs are admirable work, but none can be ranked with those of Schubert, Schumann, Franz, Grieg, or MacDowell. Still, it is their songs that appear most frequently upon the programs of the greatest singers, while it is seldom indeed that a woman's composition is played in recital by a famous artist. "The Flatterer," of Chaminade was an exception, played by Mme. Bloomfield-Zeisler.

The term, "woman composer," immediately suggests at least eight or ten well-known names. In England, Dr. Ethel M. Smyth has produced, among many other things, a serenade for orchestra, and the overture "Antony and Cleopatra." Both were given at the Crystal Palace in 1890. Her Mass in D has great depth and feeling. A string quartette of hers was performed at Leipsic, and she has written a violin sonata. Her opera, "Der Wald," which has brought her into prominence, has been a decided success, and is to be kept permanently in the repertoire at Covent Garden. Dr. Smyth is an ardent feminist and has written the "Hymn for the Suffragettes."

IMAGINATIVELY BEAUTIFUL

Liza Lehmann became famous through her song cycle, "In a Persian Garden," which has been successful all over the world and is full of passages of imaginative beauty and depth of expression. It is for four solo voices with piano accompaniment; the words are selected from the Rubaiyat of Omar Khayyam. Mme. Lehmann has written other song cycles and a number of songs and violin pieces.

Maude Valérie White's songs have brought her not only fame but much money. A well-known critic gives the highest praise to her setting of Shelley's, "My Soul Is an Enchanted Boat," and considers it one of the finest songs in the English language. The poetry she has chosen—in French, German, and English

(*Continued on page 112*)

Order Your Furs Now and Save 20%

Furs are cheaper this season and with this additional saving you cannot afford to wait.

Get This Big Fur Book

Get your copy of the Albrecht Correct Style Fur Book—illustrating and describing the latest creations in modish Furs—at exceptionally reasonable prices.

ALBRECHT FURS
1855

No matter what kind or style of Fur you are planning to wear this season, it will pay you to "shop" through our Big Fur Book before you buy. Here you will find the advance styles, combined with honest quality and workmanship that have made Albrecht Furs famous for 60 years.

Consult Us—Write Today

Leading Club and Society women everywhere prefer Albrecht Quality. Write today for your copy of the Big Free Book. Ask for Catalog No. 15 and send 2c for postage. Address Dept. "F." No obligation to buy.

F. Albrecht & Son St. Paul, Minn.

Fashion Decrees Petticoats

BECAUSE Fashion demands that skirts be full, the support of petticoats is absolutely requisite if the new flare effects are to fit and drape correctly and smartly.

HEATHERBLOOM
TRADE MARK

TAFFETA PETTICOATS

solve the problem ideally for the woman who needs several petticoats to complete her wardrobe.

The new Heatherbloom Petticoats now shown at all good shops are a revelation of lustrous beauty and shimmery silken tone effects. Yet Heatherbloom wears much longer than silk and costs much less.

Lucile (Lady Duff Gordon), one of the world's most distinguished fashion authorities, says: "I find the Heatherbloom Taffeta a most desirable fabric for petticoats. Its beauty and adaptability are a high compliment to the skill of American weavers."

Heatherbloom Petticoats are also made with patent tops. This label in the

REG. U.S. HEATHERBLOOM PAT. OFF. TRADE MARK

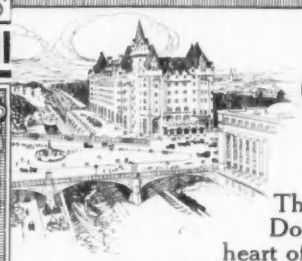
waist-band guarantees quality of material and workmanship.

Heatherbloom Taffeta is also at the lining counter. 35c a yard.

Write for the new petticoat book

A. G. HYDE & SONS, 361 Broadway, New York

Makers of Hydegrade Weaves



The Chateau Laurier
Ottawa-Canada

The *de luxe* Hotel of the Dominion. Situated in the heart of the Capital of Canada, is one of the finest hotels on the Continent.

Accomodations, three hundred and fifty rooms. Rates $2.00 and upwards. European plan.

Ottawa in summer is a delightful place to sojourn. Full of interest for the tourist and sightseer.

Handsomely illustrated booklet of Ottawa and the Chateau Laurier sent free on application to Desk B.

Chateau Laurier .·. Ottawa, Canada

Angus Gordon, Manager

The Nestlé Permanent Hair Wave

"CHANGE OF ADDRESS"

The Nestlé Co. takes pleasure in informing readers of Vogue, that a Nestlé establishment for Nestlé Permanent Hair Waving, etc., will be opened on September first **at Nos. 657 and 659 Fifth Ave., corner Fifty-second Street, New York.**

On this occasion Mr. Nestlé wishes to express his gratitude to his friends and patrons for their splendid support during the short time since his arrival in the U. S. A. Only this support enabled him to expand his business activity so rapidly. During the first four months since his arrival from London, nearly one thousand heads of hair were waved by Mr. Nestlé and his staff. By far the greater majority of these patrons were recommended by clients, who were either attended to previously in the Nestlé establishments in London or who knew the Nestlé treatment by its well established reputation.

There are many contentions against the application of the Permanent Waving treatment—and this for good reasons. If applied with due restraint and solely with particular care for the subject's hair, there is actually no treatment—be it massage, oil, or lotion that in its beneficial action would be superior to the application of a Nestlé Permanent Wave. It spells, however, reckless abuse, where the operator is merely a machine waver, without deeper knowledge of the fundamental principles of the construction and quality of hair and where consequently his main endeavor is directed to produce as much and as deep of a frizz or crimp as the hair will stand. This is wrong both from a scientific, as well as the beauty point of view. As the color of your hair does not add to your charms if it is instantly recognized as artificial, so is a permanent crimp merely an open declaration of goods purchased; and Beauty you can't buy. All women are beautiful if they are groomed with taste. The real Permanent Wave should not be compared with the hair of a Hottentot, the crimp of which it takes a white woman two months to wear down. The idea and purpose of Nestlé Waving is to produce naturally wavy hair as if it had grown as such. If your hair is naturally wavy it means comfort to you and is an improvement over straight hair, but it still leaves open the way for building on this basis for fashion purposes. From a scientific point of view the producing of frizz is flatly to be condemned. It may be effective, but 80 per cent of hair so treated cannot stand a repetition of the operation without getting brittle and breaking off short a few months after the application. Nestlé waved hair can safely be rewaved at any time and as many times as desired.

The Nestlé Process of Permanent Hair Waving and all the modern improvements and implements in connection therewith are patented in the U. S. A. The process will be taught at a comparatively low tuition fee to persons desiring to take up Nestlé Waving as a profession. To such persons C. Nestlé Co. will issue a certificate of efficiency and the public will be safe in their hands.

The Home Outfit For Nestlé Permanent Waving

Owing to the demand for a home waver from thousands of persons who are unable to visit a genuine Nestlé Waver, we beg to inform the readers that such an article can now be obtained at the price of Fifteen Dollars. This includes our patent electric curler, which can be used where electric light is installed. This Nestlé Home Waver comprises also all of Mr. Nestlé's latest improvements such as patent prepared tubes and mechanical curling rods. The directions are illustrated and are easy to follow. Absolutely no chemicals or lotions are applied to the hair. As has been explained before "Nestlé Waving" means a suction or steaming treatment, and no possible injury can befall hair so treated, providing the directions are carried out with reasonable care. Electricity is merely used as a heating agent. With a view of making the directions as plain as possible, we have given Home Outfits and printed directions for their use to various entirely strange women, asking them to wave their hair with the Nestlé Home Outfit, by following our printed directions and without our assistance. The success of the operation was proven immediately and we guarantee:

Firstly: That with this outfit the same results can be obtained at home as by the Nestlé waver.

Secondly: That the directions are so very plain that they can easily be carried out by every person of average intelligence. Intending purchasers are requested to write for a coupon on which they would answer questions regarding the condition of their hair and general health. For this purpose a sample of hair is required with the order. From the data supplied Mr. Nestlé will then decide whether such hair should be waved and how this should be wound upon the curling rods. Sample curlers are sent with the outfit, also some loose hair to practise with. In cases where the hair is considered not suitable for the wave, the money sent with the order will be returned in full.

WARNING: Nestlé Home Outfits are only sold with the restriction that they shall not be used for trade purposes.

Illustrated booklets on the subject of "Permanent waving" and "Home Outfit" are sent on request.

C. NESTLÉ CO.

657 and 659 Fifth Ave., corner 52nd St., New York

Telephone Plaza 6541

FORMERLY AT 18 EAST 46th STREET

Also at London, 48 South Molton Street and 44 Dover Street
Paris and Berlin

Follow the Mode

CAT'S PAW
Cushion Rubber Heels

Footwear plays a leading role in fall and winter fashions.

Realizing this, *Cat's Paw Cushion Rubber Heels* have been made to fit every size heel, notably the delicate French heels now so fashionable.

Made of the finest rubber, the Foster Friction Plug prevents slipping, and prolongs the life of the heel.

Have Cat's Paw Heels attached to your shoes—they afford grace, poise and lightness of carriage.

They cost no more than the ordinary kinds—50c attached at all dealers.

In black, white or tan.

Foster Tred-air Heel Cushions

Wear these "cushions of air" inside your shoes. They protect the stockings and heels from nails—improve the fit of the shoe—add a trifle to your height, and prevent fatigue. Get them at your dealer's or repair shop, or send us 25 cents and your dealer's name. Mention your shoe size. We will send you a pair.

THE FOSTER RUBBER CO.
103 Federal Street **Boston, Mass.**

Originators and patentees of the Foster Friction Plug which prevents slipping

WOMEN AS CREATIVE MUSICIANS

(*Continued from page 110*)

—has always indicated a most discriminating taste. In her recently published memoirs, she tells of showing two of her first songs, one the much-loved, "Absent yet Present," to the famous baritone, Sir Charles Santley, and of his immediate decision to sing them both at the following "Monday Pop," a concert at which the great Joachim was to play.

In France, Cécile Chaminade, Augusta Holmès, Guy d'Hardelot, Nadia Boulanger, Lily Boulanger, and the Princess Armande de Polignac are prominent among the many talented composers.

The Paris Conservatory gives a most thorough and comprehensive course in composition, and great inspiration has doubtless been gained through meeting among the masters and members of the jury such musicians as Saint-Saens, Delibes, Fauré, Dubois, and Godard.

MME. CHAMINADE

Mme. Chaminade comes from a musical family and before the age of eight was able to show some attempts at composition. When she was eighteen, Ambroise Thomas, upon hearing some of her work, remarked, "This is not a woman who composes, but a composer who happens to be a woman." She is an excellent pianist, rendering, of late years and with the utmost charm, only her own compositions. They have been greatly in demand. Her piano concerto has been constantly played, meriting the distinction of a hearing at the *Gewandhaus* and London philharmonic concerts, as well as at the Paris orchestral concerts of Lamoureux and Colonne. Her brother-in-law, the eminent composer Moritz Moszkowski, once said, "It is inconceivable, the ease with which she writes, dashing off original and clever music with the greatest facility. Her ideas come so readily." Her piano compositions, too numerous to mention here, are excellent in quality. One of the concert études, "Autumn," is charming, but the well-known "Scarf Dance" and "The Flatterer" have delighted hundreds of piano pupils.

Chaminade's songs, however, have undoubtedly contributed most towards making her famous. Finck wrote in 1909, "Of Chaminade's song, 'The Silver Ring,' over two hundred thousand copies have been sold." And that song is far from being the most significant. Ahead of it might be placed the "Chanson Slave," "Tu Me Dirais," "l'Eté," and "Console Moi," the last a contralto song of unusual beauty and pathos. Her accompaniments are full of color and charm.

AUGUSTA HOLMÈS

Imbert has written a biographical sketch of Augusta Holmès, who was born in Paris of Irish parents and became naturalized as a Frenchwoman. He says: "The talent of Augusta Holmès is absolutely virile, and nowhere in her works do you find the little affectations which too often disfigure the works of women. With her, nobility of thought and sentiment take first place. She worships the beautiful and her muse has sung only subjects which are worthy of being sung. She is masterly in her ease and all the resources of orchestration are known to her."

At the age of eleven she conducted a quick-step of her own, played at Versailles by a military band. Her first opera, "Hero et Leandre," was successfully produced in 1874. The following year she became a pupil of César Franck, and, from that time on, her excellent work appeared rapidly. Her symphony "Lutèce" was second only to works of Dubois and Godard in a Paris competition. Her songs are beautiful and in most cases she wrote her own words, and gained thereby a sympathetic union of verse and music.

MME. GUY D'HARDELOT

Mme. Guy d'Hardelot was born and spent her childhood in a Norman castle and her youth in Paris and London studying music. Her first published song, the sombre and dramatic "Sans Toi," established her artistic reputation. Her songs are thoroughly well-written and are particularly liked by Mme. Calvé.

The Princess Armande de Polignac has written beautiful songs and an opera, and the two sisters Lily and Nadia Boulanger have displayed talent and workmanship of a high order. Both have taken a *premier prix* in composition at the Paris Conservatory and Nadia has written a cantata which was awarded the *Prix de Rome*. She studied with Pugno and it is said that at one time she was engaged upon an opera in collaboration with him.

AMERICAN COMPOSERS

In America, Mrs. H. H. A. Beach and Margaret Ruthven Lang would unquestionably head the long and already impressive list of women composers. Mrs. Beach is descended from an old New England family; she inherits her love of music from her mother and showed her extraordinary gifts at an unusually early age. After receiving a course in harmony from Professor Hill of Wellesley College, she carried on her work in counterpoint, fugue, and musical form by herself. She was a concert pianist in Boston in 1883 at the age of sixteen, and gave several successful recitals the same year. Since then, all of her work has been of importance; many of her compositions have attracted the attention of great artists. For example, a violin sonata of hers was played in America by Mr. Franz Kneisel and in Europe by Carl Halir and Mme. Careño. The "Gaelic Symphony" is her largest work, and it has been played often by the Boston Symphony and other important orchestras. Her works include a mass, cantatas, piano pieces, and many songs. The simpler songs are the more attractive. "Across the World" has been one of the most popular, and "Dark is the Night," is one of the best and most forceful.

Margaret Ruthven Lang, another gifted musical woman of Boston, is the daughter of J. B. Lang, a well-known American musician. Her mother was a singer of true ability. Miss Lang studied both violin and piano under American teachers, and continued her studies in Munich where she began composition with Victor Gluth. Returning to America, she studied composition with Professors John Knowles Paine and J. D. Parker, and orchestration with George W. Chadwick. Her overtures and other orchestral pieces have been played by the Boston Symphony and Thomas orchestras, and her piano pieces and songs have been unusually successful. A critic wrote of her in 1900: "Personally I see in Miss Lang's compositions such a depth of psychology that I place the general quality of her work above that of any other woman composer. It is so sincere, so true to the underlying thought, that it seems to me to have an unusual chance of attracting attention and stirring emotions increasingly with the years."

Mrs. Amy Woodford Finden has written the much-sung "Indian Love Lyrics," composed to Laurence Hope's verses, and the "Lover of Damascus" and the "Japanese Love Songs." Ruth Deyo, the noted pianist, has written a number of interesting piano pieces in the modern idiom. Mrs. Gaynor has done excellent work for children, and her daughter Dorothy has written piano pieces which show decided talent.

In American conservatories the teaching is as thorough as it has for a long time been in London, Paris, Saint Petersburg, and other European capitals. Time will prove that "Art knows no sex."

Regina Hats Are More Wonderful Than Ever

Nowhere but in the best shops will you find them. And when you see them you will pardon us for saying that Regina Hats are more than ever beautiful.

If you have $10 to $25 to spend, rest assured that in the Regina Hat you will find not only the best intrinsic value but an element of art and becomingness not to be had in every line.

To one exclusive dealer in cities where we are not already represented we have a most interesting proposition to present. Be sure you mention Vogue.

FRANKEL-FRANK MFG. CO. KANSAS CITY, MO.

PARIS NEW YORK

Pursell

ANNOUNCING
the return of
MISS PURSELL
from Paris
with a Collection of
Original Foreign
Models
for Fall & Winter

GOWNS WRAPS
TAILLEURS

FOR PRESENTATION
at
26 East 55th Street
NEW YORK
On or About
September 15th

EXCLUSIVELY FEATURING:
Reproductions of Original Models
TO INDIVIDUAL ORDER

No Catalogs

Lilas Arly

The year has grown older and nothing of its Springtime remains but memories—and perchance a flower hidden away in the pages of a book. But all the loveliness of the lilac remains to delight you in Lilas Arly—the true fragrance of this truest Spring flower. In it the lilacs have been saved through the hot days—*for you.*

Extract $1.00 or $3.00. Toilet Water $2.50. Talcum 50c. Face Powder $1.00. Sachet $1.00.

For sale in Toilet Goods Departments of the better class.

Send 15 cents to Riker & Hegeman Co., 340 W. Fourth St., New York, for liberal sample bottle of Lilas Arly Extract.

Arly
PARIS

Dolly Varden Longue $18. Stained $21

Denim Cushion $4.50

Cretonne Cushion $6

Made in Willow, this longue is a distinct innovation. It is finely woven by hand and will look well in any room despite the fact that it is priced at less than half what this piece would cost in any other material. Length of seat 40 inches. Height of back from seat 20 inches.

Minnet & Co. have originated many new designs in Willow for Fall. They are exclusive with Minnet and are made specially for interior use. Your name will bring the last edition of th Minnet catalog which shows many pieces at moderate prices.

Minnet & Co

Mfrs. of High Grade Willow Furniture

368 Lexington Avenue

Bet. 40th and 41st Sts.

NEW YORK CITY

Fairfield Desk $24

Stained $26.50

Enameled $28.00

This desk is made with great stability and firmness. The top is oak and measures 24 inches by 36 inches. The chair is priced at $6 natural and $7.50 stained. Plain denim cushion for chair $1.50, cretonne cushion $2.

MOLLIE O'HARA

WISHES TO ANNOUNCE THAT DURING ALTERATIONS TO HER BUILDING AT

21 East 49th Street

SHE HAS REMOVED TO TEMPORARY QUARTERS IN

THE HAYDEN BUILDING

523 Fifth Avenue

Between 43rd and 44th Streets NEW YORK

AUDRAIN BUILDING, Bellevue Avenue
NEWPORT, R. I.

TAILLEURS
ROBES

MANTEAUX
FOURREURES

Fall presentation of
Superb Models Sept. 15

Unique Elegance, Parisian Originality, Exquisite and Exclusive Design.

We have recently acquired an asset in Mr. H. Jenks, who has joined our corporation.

Weingarten & Jenks Inc.

467 Fifth Avenue
New York

PARIS OPENINGS POINT *the* WAY *of the* MODE

(*Continued from page 40*)

corsage is collared high with silver lace. A narrow cravat of silver tissue ties in the back. The short sleeves are adorned with shaded blue velvet roses touched with pink and the silk skirt flares stiffly over silver tissue bordered with velvet roses.

For the rest, there is a black chiffon frock banded with black silk braid and edged with fur, a frock of gray cotton velvet with a wide girdle of army blue cloth bound with black varnished leather, and there are many frocks of gabardine and serge and several smart long loose coats of velours de laine.

There are also in the Dœuillet collection two gorgeous evening cloaks trimmed with fur, which are most voluminous. One, of black velvet trimmed with skunk, which is christened "Monsignore," is sketched at the bottom of page 39. The other, somewhat similar in shape, is called "César." It is made of rich black and gold brocade trimmed with fur and is a most regal-looking garment.

Not all of Dœuillet's frocks were close-fitting. In his collection were several rather straight loose, one-piece frocks of blue serge, gray velours de laine, and dull Bordeaux red velvet.

IN THE SALONS OF MME. JENNY

After waiting for half an hour in Mme. Jenny's gray salons, wondering what was in store behind the swinging doors of the robing room, the doors suddenly swung open and a veritable tide of winter fashons swept in over the gray carpet and broke like a surf against the row of chairs along the walls, at the very feet of the expectant buyers—billows of velvet and ripples of satin and taffeta with accompanying mists of tulle.

This year Mme. Jenny has surpassed herself. Never were her models so varied, so numerous, and so unusual. There are long skirts and short skirts—skirts with trains and skirts showing the ankle—skirts enormously wide at the hem and scantily fulled at the top—and skirts which are gathered so full at the waist that they look almost more like true *robes de style* than like actual wearable models for the present year.

Some of the sleeves, particularly those in the tailored frocks, are quite plain, such as the sleeve of her suit of green velvet on page 32 at the left. Yet, aside from the tailored models, sleeves simply run riot. There is a delightful little sleeve in the black taffeta frock called "Ginette," shown at the top of page 38, in the middle. The kimono or raglan top is quite tight for about four inches below the top of the shoulder and then suddenly balloons into a full puff which is finished with a tight band just below the elbow. The bodice is very smart and displays an unusual new collar of dull pink faille ribbon, with a picot edge, which is very wide across the shoulder and stands well away from the neck, and is very narrow in effect from front to back. Ribbons of black velvet form girdle and sleeve bands.

Another taffeta sleeve is made of an exceedingly full circular ruffle bound with taffeta on the edge, which is sewed in at the shoulder and ripples about the arm. This sleeve is very short, showing the elbow. Another sleeve is close fitting to just above the elbow, where it suddenly flares into a puff so short that the arms have the appearance of being thrust through taffeta - covered hoops. A somewhat similar sleeve ends at the elbow in a small shallow puff. There is a coat sleeve which flares, bell-fashion, below the elbow, and a blouse sleeve of the "bishop" variety. Many evening frocks have no sleeves at all, as in the exquisite little "Fragonard," in which a bodice of gold lace is drawn tight above a full skirt covered with lengths of Fragonard blue ribbon. These ribbons are shirred at the waist-line and fall loosely over the white silk underskirt, with just a stitch taken invisibly here and there to hold the lengths in place. There are no sleeves at all—simply a fold of blue ribbon crossed over the top of the shoulder.

Long, close-fitting sleeves of lace are sewed into the lace bodice of a very pretty frock and to the bottom of the half-length velvet coat is sewed a flounce of very yellow lace. The flaring circular skirt is made of velvet to within about twelve inches of the waist-line. The top of the skirt and the bodice are made of yellow lace. This idea—the skirt top and blouse of soft material—is exploited by Mme. Jenny this season and many of her smartest tailored costumes are fashioned in this way and show skirt tops and blouses of taffeta or satin with coats and skirts of velvet or cloth.

A Jenny frock called "Fanfare" is edged at the bottom with knotted fringe, and a velvet frock called "Strogoff" is made of deep but brilliant blue panne and trimmed with putois. Its new feature is a square cape, like an overgrown "sailor" collar, which is bordered on the under edge with fur.

"Carmelite," sketched at the upper left on page 38, is a striking frock of smoky red velvet, edged with a deep flounce of black lace over an underskirt of similar velvet edged with gold braid and embroidery. The collar is original and new and the sleeve bulges slightly.

A dainty frock of pale blue tulle over pale blue satin, shown at the bottom of page 38, is appropriately named "Pluie de Roses." Pink roses literally rain from every tuck, suspended by narrow blue satin ribbons. A yellow frock which attracted much attention was of chiffon, striped crosswise with graduated bands of yellow taffeta ribbon. There was no petticoat under this skirt, through which the slender limbs of the manikin showed plainly.

Chiffon is employed by Mme. Jenny in many ways this season, especially combined with satin and velvet. In one case one broad bar of a plaid is cut out and chiffon of the same shade inserted. Again, lengthwise strips are cut from a gray corded velvet skirt and replaced with gray chiffon through which the underskirt of rose colored satin shows plainly. Mme. Jenny, by the way, makes much of the underskirt this season and considers no skirt really complete without it.

Several new and pleasing trimmings have been originated by Jenny, among them a knotted rose-spray, with two short loops and long ends weighted with heavy crystal drops. The roses are vivid in color and are supported by a slender green stem with tiny green leaves branching out here and there; and the knot is pinned to the girdle of an evening frock of pale rose color.

THE WAY TO WHICH BEER LEADS

Beer is showing the smartest skirts that are to be seen in all Paris, street suits that do not cover the top of the highest of boots, and evening gowns which just nicely cover the knees. What they lack in length they make up in width, for Beer's skirts are wide, wide! To be sure some of the skirts are more conservative, but the prettiest frocks have the widest shortest skirts.

The house of Beer has a strong leaning toward the bustle, so strong that followers of Beer will this year wear frocks with a most decided bustle effect. Two years ago Beer presented frocks that were caught up in the back in a way that aroused our suspicions—this year our suspicions are confirmed. While no real bustle is worn,

(*Continued on page 116*)

The Paris Openings
NUMBER OF
VOGUE
Issued October 1st

THIS might almost be called the "all Paris number" so entirely will it be devoted to the newest French creations. Every noteworthy gown, hat, wrap, coat or suit produced in Paris this autumn will be faithfully reproduced.

There are models in each collection which are received with instantaneous favor, the "succes fou" as the French so aptly term it. Naturally everyone is interested in knowing just which these models are because of their pronounced influence on the Winter mode. You will find these "favorites" fully described in this issue of Vogue.

The more or less accurate cabled newspaper reports of the Openings will have told you, perhaps, that Worth has followed the period of the Restoration, that Paquin has a wonderful new sleeve, Premet an oddly draped skirt, Chéruit a delightfully different collar line; but all this will mean very little to you unless you can see how these new lines are accomplished.

You will have all the details in picture and in text in the October 1st Number of Vogue; eighty or more models personally selected by the editors.

NOTICE *to* NEWS-DEALERS

The demand for these Autumn Fashion numbers is sure to be large. Place your increased orders well in advance. Suggest to your customers the desirability of giving you their orders now. Thousands of Vogue readers were disappointed last year because they failed to order their copies in time.

VOGUE, 443 FOURTH AVENUE, NEW YORK
Condé Nast, Publisher

Single Copies 25c

Published Twice-a-Month

This Hat is one of the exclusive Rawak designs for Fall.

Ask your dealer.

48 West 38th Street
New York

PARIS LONDON

RAWAK

Watch our Vogue space for newest creations

PARIS OPENINGS POINT *the* WAY *of the* MODE

(*Continued from page 114*)

yet the frocks are frilled and puffed to give the bustle effect, and it is so very cleverly done that we all like it.

For the first time on record Beer does not offer his famous evening gowns of clinging crystal and jet. Instead he gives us Watteau and shepherdess frocks of soft rich faille and brocaded silks. There are filmy concoctions of peachblow chiffon and taffeta for débutantes and more sedate frocks of mauve, *tilleul*, or amber for those of us who are beyond the peachblow age.

"Bonne Sœur," sketched at the upper left on page 35, is combination of gray taffeta and gray velvet with a bustle-like drapery of taffeta above a voluminous Victorian skirt—a very short Victorian skirt.

"Rose d'Argent," shown at the upper right on page 35, is an adorable evening frock of pale green taffeta brocaded with silver roses. The tight bodice makes the voluminous skirt look very bouffant indeed with its frills and drapery.

When wearing evening gowns Beer's manikins are shod in white,—all white satin slippers and white silk stockings; and I noticed that the stockings were not of the most transparent variety procurable.

"Port-Saïd" is of black faille, trimmed with breitschwanz and, while somber in tone, it is so youthful in design that it bids fair to be a great success with youth as well as age. "Amulet" is a most graceful costume of dark blue serge and velvet, and "On les Aura" is one of the most fetching costumes that have been presented this season.

Very desirable also is a costume of blue serge which is first shown as a Russian blouse street suit. The Russian blouse is very long, and when it is removed it discloses a lovely clinging Russian blouse of vivid Copenhagen blue chiffon —which makes of it a perfect afternoon frock. The manikin loosens two hooks, takes off the blouse, and stands in a pretty little morning frock of blue serge with a sheer white collar and plastron.

Beer also gives us the "choker," the dolman sleeve, the shoulder cap, the sleeve with the cape top, and the sleeve with the wrist puff—but one's thoughts involuntarily go back to the bustle.

LA MAISON CHÉRUIT

The vogue of velvet found frank support in the Maison Chéruit. This house presented a great many velvet frocks at its opening, but although velvet was easily in the lead, taffeta and duvetyn were also prominent materials.

Chéruit skirts in general, velvet or otherwise, were short and wide. There was marked width on the hips, which bore out the rules begun this season as to where skirts should be full, where they should be fuller, and where they should be fullest. By way of a bit of pleasant novelty, two or three frocks showed bustle effects of puffy bunched-up drapery.

The Chéruit models made no exceptions to the rule of shortness in favor of evening gowns, for even those with trains were short at every point except where they were trained. A number of them had narrow square or pointed trains.

Fur was everywhere in evidence. Upon silk dresses were superimposed fur collars similar to those sometimes seen on coats, and fur bands weighted the hems of chiffon frocks. As a contradiction to the mode of high fur collars on some frocks, others were open at the throat, but coats were almost without exception collared high and collared with fur.

Perhaps as a substitute for the belts that were so numerously present on the models of last season, the house of Chéruit used simple knotted sashes on many frocks, and coats as well.

PREMET

At the Premet opening, the theme of skirts short on all sides was varied by skirts short on all sides but always shorter in the back than anywhere else—shorter by about two inches. Frequently this ultra-shortness at the back was achieved by turning the bottom naively up like a cuff right in the middle of the back; in such cases, the skirts hung plain and straight in front. It scarcely need be said, but Premet's skirts were wide as well as short. Further attention is given to the backs of Premet skirts by loops of sash and puffs of drapery at the hip-line. Even mantles had bustle effects; the fulness of them was held to the waist-line in the back under deep yokes or smocking. Below the waist-line the fulness splashed out suddenly without warning.

Conspicuous among the Premet collection were snug little basque costumes. The basques were perkily short and were made with long tight sleeves and very flat, unboned busts. These basques were especially youthful looking worn with wide, full, modestly round short skirts.

The house of Premet features the dropped shoulder-seam and the Louis XIII collar. Much dull gray and a new shade of taupe are favored by this establishment.

MME. GEORGETTE

Georgette offered no resistance to the tide of fashion in favor of short skirts. On the contrary, the skirts shown at her opening were very short—and very wide. To make up for shortness at the hem, Georgette consistently collared her models high.

In evening gowns, Georgette went the fad for mere fulness one better by slipping in hoops of stiff crinoline. As to colors, she developed a striking number of her new creations in dark green, strawberry, and black.

ARNOLD

Mme. Arnold's models were characterized by the most exquisite daintiness. The one sketched at the upper right on page 38 was a concoction of yards and yards and yards of cornflower blue tulle. The skirt was just flounces, one splashed out over the other in three wonderful tiers. At the top was a final splash that slanted provocatively up from the waist-line instead of down, as flounces are wont to splash. The bodice was of a bouquet of cornflowers and as little as possible of blue tulle.

Much more opaque, to be sure, than the model just described was the Arnold frock in the middle at the bottom of page 36, but it was just as puffy with taffeta as the other frock was splashy with tulle. The taffeta was straw colored, embroidered all over in little silver flowers. Clusters of flowers done in gold thread embroidery held the puffs of the skirt and rows of the same flowers outlined the top of the bodice. E. G.

Millinery
EXCLUSIVELY

Mme Pauline
106 W. 118TH ST.
NEW YORK CITY

This $6.50 Swope Street Boot

indicates the general distinctive character of Swope Footwear as depicted in their

New Fall Catalogue

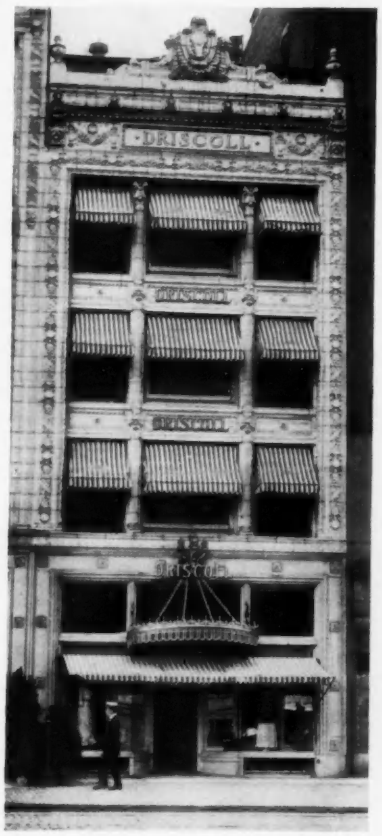
You'll find it gratifying in its completeness, authority and money saving possibilities; a copy will be sent free for the asking. The fashionable new models are accurately illustrated and moderately priced.

Free delivery everywhere in the United States

SWOPE SHOE CO.
920 OLIVE STREET ST. LOUIS

BERTHA
GOWNS

17-19 WEST 45TH ST.
NEW YORK



The House of Driscoll

For over half a century importers and designers of gowns and millinery of quality and exclusiveness.

In recent years branches have been established for the convenience of patrons at Newport, York Harbor, and Palm Beach, where the Driscoll standard of workmanship and design has been resolutely maintained.

DRISCOLL

Paris
Newport

715 BOYLSTON ST
Boston

London
Palm Beach

Revillon Frères Furs

Established 1723

The two smart coat models shown above have been specially priced for our Autumn opening.

Genuine Alaska Seal Coat, European dye, lined with plain or fancy silk, Sizes 32 to 42, **$325**

General utility coat in plaid back velours, several colors, with collar and cuffs of Raccoon, **$35**

These and other new models are shown in our new building.

Fifth Avenue at Fifty-third Street

New York

Paris *London* *Moscow*

SUITING THE DECORATIVE SCHEME TO A VASE

MANY ideas for delightful color effects in house decoration can be developed by using some beautiful old rug, print, or *objet d'art* as a basic scheme. If one is lucky enough to possess an artistic treasure that for beauty of tone outrivals every other belonging, it should be used, as far as practicable, as the keynote of a decorative scale. If the scheme is cleverly carried out, a harmonious room will be the result, and the beauty of the valued article will be greatly enhanced.

However, be the article about which the decorative scheme is to be built small or great, it must be selected with the utmost care. Although its defects may be slight, to mirror them in everything else will enlarge them like ripples enlarge each other from a central ripple; the whole effect of a salon may be marred by some negligible inharmony of color in the rug or vase or chair chosen as the central theme.

INSPIRED BY LARES OR PENATES

There are a number of well-known English houses where an idea, inspired by some obliging Lares or Penates, and intelligently evolved, has been provocative of the most enchanting results. One of these is the salon of Lady X, whose house in Chelsea is the meeting place for not a few of London's ultra-fashionable artistic set. For many years the hobby of this lady has been the collection of old Staffordshire pottery. She has three or four Sheraton cabinets filled with specimens of the early and middle periods of this quaint and charming ceramic art. Her favorite pieces are three vases, a set of them, that adorn the mantel, and from which the color scheme of the entire room was suggested and ultimately carried out. The dominant note of color in the three figures is a soft green, and almost this exact shade was found for the wall paper. When purchased the paper was a little too dark, but the lady knew from experience that it would fade somewhat, and that it then would supply the correct nuance.

The centerpiece of this trio, a Staffordshire set, represents a country scene, a grove of trees, in front of which are represented a man and woman in eighteenth century costume, walking over a flower-strewn path. The side pieces show two women in flowing draperies, each holding a cornucopia that supplies a vase for flowers. The cornucopias are a soft canary color, as is the mantle of the woman in the central figure. From this the color of the silk window curtains was taken. The canary colored curtains provide the greatest boon imaginable, as they give the effect of sunlight on all of the grayest and most dispiriting London days.

The man in the central group carries a large red flower and the woman a red apple, in the approved fashion of ceramic sentimentality. This red is found again in the rugs on the floor, in a cushion cover, or a vivid piece of binding on the little book-shelf. The whole effect is most pleasing and cheerful.

AN ORIENTAL SCHEME

Another successful room is an American one out in San Francisco, a city where decoration follows to a great degree the oriental influence. A print of Utamaro, worthy of a museum, has here provided a useful hint for the adornment of a drawing-room. The picture represents a characteristic group of geishas, models of ineffable expression and grace. The background in the print is of a faded out straw tone, and this is repeated in the wall covering of Japanese fibre or grass paper. The soft greens in the robes of the dancing girls are found in the curtains at the windows, while a darker note of the same color is emphasized in the large rug that covers almost the entire floor. The correct tones of soft yellows and pinks were only found, it seems, after a long search in Chinatown, but when they were finally brought to light, the owner felt amply repaid by the effect gained. Flat cushions of dull yellow were made to cover the seats of teakwood chairs and benches, while a pink and yellow piece of old Japanese brocade thrown over the end of a grand piano made another harmonious touch, and also relieved that awkward—from the decorator's point of view—instrument of much of its shininess.

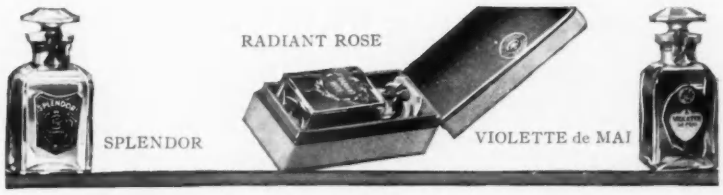
Another example of building decorations about an object is a library. The owner in his travels had picked up many years ago a very good piece of Flemish tapestry. It was not very large, but it was in excellent preservation, and it successfully filled a space between two doors. By its beauty it became the dominating feature of the room. The design represented some quaint mediæval game at which ladies and gentlemen of the period were playing. In this room, brown of the same tone as the background in the tapestry was used for the Spanish leather wall covering, and a peculiar faded out green that had to be specially dyed repeated the color of the foliage in the pattern. Most of the books happened to be covered in fine old brown and green bindings, and as many of them were tooled in gold leaf, the shelves were softly aglow when the light struck them.

These three examples are most elaborate and consistently carried out and they show the possibilities of one article's suggesting the whole decorative scheme of a room, and in these instances the result was peculiarly happy.

THE AMATEUR DECORATOR

There are many ways in which the clever amateur decorator may contrive lesser, but most agreeable effects. Where one has several old blue china plates, platters, or cups, the colors may supply the motif for a dining-room. The paneling could then be of white paint and the curtains and rug of the same old dark blue. The china could rest on a plate-rail or be hung, instead of pictures, on hooks from the wall. If there is a china closet with glass doors, the blue china should be placed in the foreground. Wherever possible this blue note could be accentuated, with due care of course, not to overdo the effect.

A piece of Chinese embroidery may in the twinkling of an eye bring to the imagination a room in gold and Chinese blue, or a piece of Russian linen dyed in the characteristic peculiar reds, yellows, and blues may suggest a studio that Bakst might envy. After all, the intimations of harmonious surroundings that one may receive in this way are almost limitless. Looking over almost any collection of treasures may give you just that combination of tones that one is tentatively groping for. Sometimes it is difficult to secure the proper shades, but enthusiasm and industry, those two great magicians, invariably work wonders, and with their aid the amateur decorator is sure to be rewarded by the happiest results.



The Fading Glamor of the Foreign Label

Now that the turmoil in Europe has affected—and will still more affect—the foreign maker of perfumes and other toilet articles, one American firm at least is planning and providing to meet the requirements of milady who wants, and *will* have, the more exquisite and dainty in her scents and powders.

One shopper in France was offered Colgate's Cashmere Bouquet as the best toilet soap.

Vogue published several months ago a review of the situation, telling how Colgate & Co. made a daring perfume test to decide whether it is quality which induces some American women to favor foreign perfumes or whether the label exercises an undue influence. To quote the article in question — "The answer seems to show that, in many cases, it is the domestic label which keeps us from enjoying American perfumes." The soundness of this judgment is proved by the facts—over three-fifths of the women who made the test preferred the domestic perfumes of Colgate when the influence of a foreign label was removed.

The interesting story of this test, made by more than one hundred representative women, is a triumph for the delicacy and distinction of the Colgate Perfumes represented by Florient, Splendor and Éclat. The fascinating refinement of other Colgate scents—Radiant Rose, Violette de Mai, Carnival Violets—has also charmed women, who previously insisted on a foreign label. Full details of the test and directions with material for making it yourself will be sent on receipt of a two cent stamp, with a request to the address below.

Offering different toilet articles all of the same perfume—Vogue goes on to say, "A deep cream banded with blue is the pleasing color combination chosen for this series, which well deserves its name, 'Éclat.'" This charming series is shown here in its dainty box—a fitting companion to the similar Colgate series of Monad Violet and La France Rose.

Toilet soaps are also discussed in the Vogue article, which illustrates two of the many Colgate Soaps that are every day coming into wider and higher favor as discriminating women discover their bland and wholesome washing qualities and their very wide variety of dainty and pleasing scents.

In short, the public are beginning to recognize that a hundred years and more of steady effort to make every product stand for the utmost of quality is the answer to the former fad and fancy for foreign labels. The name Colgate on an article for the toilet has become synonymous with "Sterling" on silver and patrons of the Rue de la Paix, Bond Street and the Nevski Prospekt may be assured that their every requirement of delicacy, charm and refinement is fully met by the Colgate products.

A dainty gift box, in which one's favorite scent is offered in five forms.

You, too, can make this test

Send your name and address and a 2-cent stamp and we will send you three Perfumers' Testing Strips, three miniature vials of the Colgate perfumes, Florient, Splendor and Éclat, and an extra testing strip so you may compare Colgate's with the perfume you may now be using. Address

Colgate & Co.

Established in America 1806
Awarded Grand Prix, Paris, 1900

Dept. 45, 199 Fulton Street New York

Makers of Cashmere Bouquet Soap—lasting, luxurious, refined.

Lace Front
or
Lace Back
— Which?

You may make your own selection from

Redfern Corsets

Three Dollars Up

Three to Twenty-Five Dollars
At All High Class Stores, or
The Redfern Corset Shops,
510 Fifth Avenue, New York;
19 East Madison Street, Chicago;
114 Grant Avenue, San Francisco

The Warner Brothers Company

DAINTY LINGERIE

1701—Very dainty gown, square neck, front and arms trimmed with smocking, sleeve set in with long arm opening effect, trimmed with Val. lace, sizes 14, 15, 16. ..... 2.75
1702—Exquisite gown of sheer batiste, V neck, trimmed prettily with Val. lace, sleeve of lace, sizes 14, 15, 16. ..... 5.00
1703—Embroidery medallions and Val. lace form the trimming of this gown of good quality nainsook, elbow length sleeve, sizes 14,15,16 ..... 2.00
1704—Charming camisole of fine batiste, trimmed with Val. medallions, ribbon bands of pink or blue, sizes 36, 38, 40 .. 2.50

HANDKERCHIEFS

1604—Sheer linen handkerchiefs, spoke stitch hem, Irish embroidery, each .... .25
1605—Hemstitched hand embroidered handkerchiefs, single cord inside of hem, each ..... .25
1607—New hemstitched, de la Paix corners, hand embroidered handkerchiefs, each .. .25
1608—Sheer linen embroidered handkerchiefs with de la Paix corners, each .... .50
1611—Wide hem handkerchiefs, de la Paix corners, hand embroidered, very effective, each ..... .50
1617—Ladies' hand embroidered initial handkerchiefs, six in a box for 1.50

APRONS, ETC.

1801—Princess apron of dotted Swiss, fine dotted embroidery trimming, collars and cuffs to match, very dainty and pretty, price per set without cap 3.00
MAID'S CAP, fluted and trimmed with velvet band tying at back, each ..... .25
1802—Round apron of excellent quality dotted Swiss, trimmed with fish-eye pattern Val. lace and ribbon ends..... 1.50
1803—Another Princess apron of dotted Swiss, trimmed with handsome embroidery, collars and cuffs to match, per set.... 2.50

Booklet on Request

McGIBBON & CO.

3 West 37th Street New York

LEGENDS OF LACE AND LACEMAKERS

ONCE upon a time there was a girl, a dark-eyed Venetian girl who had a lover—all Venetian girls had, once upon a time. She was a lacemaker, he was a sailor; and one day when he had just returned from the Indian seas she showed him the lace she had been making. Thereupon he tossed into her lap a wonderfully delicate piece of coral and told her it was lace the mermaids wove in their caves deep under the sea.

And when he had gone again she set herself to weave her bridal veil; after the pattern of the coral she wove. Filmy seaweed, fluted shells, tiny sea-horses and starfish grew under her hand until at last the veil was finished and it was time for her lover to return. This is a real story, so—he came back, and they were married, she in the veil it had pleased her fancy to make. Whether the wedding was a quiet one or not, all Venice heard of the veil. Queens and princesses sought her out, and "point de Venise" became the rage.

NUNS AND PATRON SAINT

Other laces have stories behind them, though few so romantic a one. Centuries ago the nuns in French, Italian, and Spanish convents wove exquisite laces in a double devotion to their religion and their work. Afterwards these became in the hands of the Belgians, Mechlin, Brussels point, point D'Alençon, Chantilly, and Valenciennes.

Even before 1640 the struggle between labor and capital began, though in that year Saint Jean Francois Regis was made patron saint of lacemakers, for he took their part when they needed him. An edict in January, 1640, was issued that all persons in Le Puy, France, were forbidden to wear lace upon their garments after the seventh of the February following. It was said that this was necessary because there were so many lacemakers that no one was left to go out for domestic service. Consternation reigned, and both the lacemakers and the merchants protested to Jean Francois Regis, the greatest preacher of the time. He felt great sympathy for them and eloquently pleaded their cause, so eloquently that the edict was revoked, and he was canonized and made the patron saint of lace for all time.

QUEEN VICTORIA AND EMPRESS EUGENIE

Queen Victoria made Honiton lace famous by having her wedding dress made of it. She did this in order to promote home industry and to help the poor Devonshire lace workers, and it has been in fashion ever since. And for the Empress Eugénie there was made in Belgium a wonderful shawl of needle-point, delicate as mist and colored like the rainbow. It is still in existence and on it are traced in their natural colors nearly a hundred flowers,—wistaria, roses, forget-me-nots, in threads as delicate as a spider's web. The Empress Eugénie never saw her shawl, for, before it was sent to her, the Franco-Prussian war intervened and Eugénie fled from her beloved France.

IN BELGIUM AS IT ONCE WAS

To-day hand-made laces come chiefly from France, Belgium, Ireland, and England. At least this was the truth before the war, and it can not be prophesied now whether the centers of lace-making will shift or not. The French, true to their own spirit, maintain a lively and graceful taste in lace-making. Of course no country or section is constant in the production of one and only one sort of lace. Fashion changes, and demands now dainty intricate patterns, now ampler and more boldly effective laces that can be readily produced with braids and cords.

In Belgium the social and economic conditions are, or rather have been in the past, conducive to lace-making at a living wage. In 1900 Belgium even exceeded France in her output of hand-made laces. The most favored modern needle-made lace of Belgium is the "point de Gaze;" "duchesse" and Bruges laces are their chief pillow-made laces, while "point appliqué" and "plat appliqué" are often the results of combining needle-made and pillow work, and sometimes of using them in conjunction with machine-made net.

The looped-thread work known as crochet comes of course from Ireland. This is hand-made, but can not be classified as needle-point or pillow lace. Ireland maintains a high reputation in its admirable Limerick and Carrickmacross laces, which are made as well in Kinsale, Newry, and Crosmaglen. Indeed the demand from France for Irish crochet is far beyond the supply. As a consequence the Irish workers tend to repeat with great rapidity their old patterns, a condition not to be welcomed by lovers of rare and exquisite laces.

The English make a deal of pillow-made lace, but they are slow to adapt themselves to the demand of changes of fashion, so their work is largely for home use. France and Belgium succeed best of all in answering the variable call of fashion. Temperament will out, whether it be evidenced in lace-making or in other arts.

GOLFLEX

TRADE MARK REG.

SUITS

RECOGNIZED as the standard for smart Sport Clothes. They are distinctive; you see them on the links; in the woods; at the horse shows; at the smart beaches; in the automobiles and in town.

GOLFLEX is our own exclusive knitted cloth—not woven like other cloths. It will not wrinkle no matter how roughly packed or worn, is shower proof, needs no pressing. You should see a sample of this material—sent upon request with booklet, showing styles and prices also nearest Golflex Shop.

WILKIN & ADLER
53 West 36th St., New York

YOUR MAID

wearing a smart Quaker Grey Uniform, pictured below, would add to the air of refinement and correctness of your home.

Dix-Make UNIFORMS

for Probation and Graduate *Nurses* and for *Maids*, enjoy the highest reputation because of their niceties of detail, smart shapes and expert tailoring.

Model illustrates No. **299** of light grey or fast black cotton Alpaca, complete with hemstitched collar and cuffs; price, $3.00.

Dix-Make
House Dresses

are ideal for morning wear; they are charmingly simple, refined in style and are made with care and precision, in many models.

Sold by department stores.

Write for Blue Book N of new House Dresses, or Blue Book T of Uniforms for Nurses and Maids

Henry A. Dix & Sons Co.
Dix Bldg., New York

THIS natural body line corset is one of the latest among the beautiful new models designed by Mrs. Goodwin and made under her supervision, exclusively for our distribution.

For over six years Mrs. Goodwin's corsets have been put to strict scientific tests, and are proven in all cases.

1st—To establish the balanced weight of the body in the normally correct position.
2nd—To follow the compensating curves of the spine enabling the body to preserve easy equilibrium.
3rd—To induce full breathing by furnishing the necessary width for thoracic expansion.
4th—To supply actual abdominal support in all conditions of muscular relaxation.

The secret of success in the construction of these corsets lies in the *personal skill* of the designer.

We shall be glad to place upon our mailing list the names of those desiring *corset knowledge* of a highly interesting and instructive character—(the proven results of experience)—and to send samples, price lists, etc., of the new goods upon request.

Emma E. Goodwin
INCORPORATED

CORSET SPECIALISTS
Wholesale and Retail
No. 13 East 35th Street, NEW YORK

Our patrons are requested to note that Mrs. Goodwin does *not* design corsets manufactured by any other concern.

FROCKS FOR IMMEDIATE WEAR

Individual Models for the Individual Woman

Special Offer for September in Blue Serge
$28.50

MRS. COPELAND
The Cambridge Building
334 FIFTH AVENUE
New York

Feather Boas

Fashion sanctions the dainty Boa this season—and Methot as usual shows the most appealing effects.

We can make a stylish Boa from your old feathers at moderate cost.

Paradise, Goura and Aigrettes

Your old Paradise, Goura and Aigrettes can be remodeled into the newest, most seasonable effects.

Feather Fancies

From your old feathers, plumes, willows, etc., we can evolve the most charming Fancies for Millinery adornment—why not avail yourself of this economy?

Mail orders promptly attended to.

Write for booklet.

H. METHOT
29 West 34th Street, New York

A Bride-Elect

would be greatly helped in making the arrangements for the Wedding, the Wedding Breakfast, the Entertainment of the Bridal Party, etc., by consulting our Wedding Booklet No. 5 which will be sent free on request

Visitors to New York City always welcome

Dean's

628 Fifth Ave. New York

Established 1839

ESTABLISHED 1862

THEODORE B. STARR, INC.

JEWELERS AND SILVERSMITHS

FIFTH AVENUE AND 47TH STREET

NEW YORK

IMPORTANT ANNOUNCEMENT

THE HOUSE WILL DISCONTINUE ITS

CLOCK AND BRONZE DEPARTMENT

AS A MEANS TO THIS END A SALE HAS BEEN INAUGURATED

REDUCTIONS ARE 25% TO 50%

THE STOCK IS LARGE, OCCUPYING ONE WHOLE FLOOR. THE GOODS ARE NEW AND OF RECENT IMPORTATION. SUCH OFFERINGS ARE UNPRECEDENTED

THIS DEPARTMENT EMBRACES:

French Period Clock Sets
Mantel Chiming Clocks
Traveling Clocks
Important Hall Clocks
Early English Clocks
Yacht Clocks

Bronzes by leading French Sculptors—Rodin, Meissonier, Gerome, Carpeaux, Moreau.
Wedgwood and Minton Porcelains.
Vases of Louis XVI period.
Bronze Miniatures.

PHOTOGRAPHS AND PRICES FORWARDED ON REQUEST

A PARABLE OF CLOTHES AND THE GIRL

Ere She Meets the Fate of Taking "Well-Meant" Advice, the Princess Meets the Sovereign Prince, Who Speaks with the Authority of a Future Husband and Takes Refuge in the Masculine Blind Spot

THERE was once upon a time a lovely princess whose destiny it was to be the wife of a sovereign prince and the mother of a royal family. So when the time came for the princess to set out for the country of the sovereign prince to whom she was to be married, the Queen, her mother, dressed her for the journey and gave her much advice.

"It is necessary, my dear, that the wife of a sovereign prince and the mother of a royal family should look beautiful and highly bred in the eyes of the prince her husband, and in the eyes of the people. Therefore, dress your hair with many curls, coils, and puffs, over cunningly hidden rats and cushions and surmount it with a great hat laden with many ostrich plumes, that your face may look fair and delicate. And draw your stays exceeding tight and wear a bodice fitted with exceeding smoothness, that your waist may appear exceeding slender, for it is the whim of great princes to admire a slender waist. Small hands and feet they also prize as a sign of high lineage, so let your gloves and high-heeled slippers be the smallest you can squeeze into, that your royal blood may be evident in the apparent smallness of your extremities. So, my dear, you may be seen of all men to be a princess who is fit for her destiny as the wife of a sovereign prince and the mother of a royal family."

WHERE IGNORANCE IS BLISS

So the princess, well content, set forth under the escort of a train sent by the sovereign prince to bring her safely to his country. Among the train were three wise men of the court, the prince's physician, his court painter, and his chaplain. And the first day the physician rode by the side of the princess and gave her much advice.

"The Queen, your royal mother," said he, "has dressed you according to the taste of great princes in the days of her youth, but great princes in these days have become enlightened by the noble science which I have the honor to serve, and they demand first of all that the mothers of their royal families shall be strong and healthy women. Therefore, your highness, I beg you to take off the heavy hat and the rats and puffs of your hair, unlace your stays, remove this long skirt which holds millions of bacteria in its flounces, and discard these tight gloves and slippers which impede the circulation and promote nervous disorders. Follow the example of the modern man, and wear loose, light-weight, but warm and comfortable, garments in which you can lead an active outdoor life. So will your highness best fulfil your exalted destiny as wife of a sovereign prince and mother of a royal family."

So the next day the princess coiled her hair into a plain knot, put on a felt walking hat, a flannel blouse, a tweed coat, a short skirt, and broad low-heeled boots, and further to emulate the enlightened modern man she added a high linen collar and a four-in-hand tie.

This day as she rode on in unwonted comfort, save that the collar chafed her neck, the artist rode by her side and gave her much advice.

"It is one of the high duties of the wife of a sovereign prince and the mother of a royal family," said he, "to serve the noble cause of beauty. To do this one must train the eye to see beauty and the mind to express it in line and color. Your royal highness is gifted with rare loveliness both of form and of spirit, and it is my great privilege to design you a costume which shall fittingly interpret it. Your exquisite virginal grace is destroyed by the awkward lines of this dress you wear. The doctor is right in saying the body should be unhampered in its movements, but he fails to see that health and beauty should be one. To-morrow I shall offer your highness a costume which I believe will interpret and express the true essence of your highness's personality."

The next day the artist set upon the soft waves and coils of the princess's hair a velvet turban adorned with many slender, gently waving osprey feathers, which, he pointed out, harmonized perfectly with her type of figure. About her body he draped soft laces and filmy shimmering fabrics, which clung so closely to her that the skirt had to be slit to enable her to walk. From her shoulders he hung a mantle of ermine and about her bare throat he clasped ropes of pearls.

So adorned the princess rode happily on her way and the chaplain came to ride beside her and gave her much advice.

"My daughter," said he, "it grieves me greatly to see your royal highness, whose destiny it is to be the virtuous wife of a sovereign prince and the devoted mother of a royal family, so bedizen yourself. Those plumes that wave from your hat were torn cruelly from mother birds, those furs cost the lives of many harmless animals, and those pearls were secured only through untold perils and sufferings of divers. Your dress indecently displays your figure, and I fear from your slit skirt that you look with favor upon the modern dances which are among the most corrupting influences of our evil times.

A CLOISTRAL REFUGE FROM VULGARITIES

Whereupon the princess pondered on this advice and thought of adopting the only garb which she knew the holy church had designed for women. So she had a nun's robe brought to her, and saw that it was as loose, warm, and comfortable as the doctor could advise, that its folds fell in lines beloved of many an artist, and that it framed the beauty of her face beyond even her mother's skill. And while she was considering these matters, the sovereign prince, who had ridden out to meet her, was ushered into her presence. Whereupon she told him of all the good advice she had received.

"My dear," said he, "the nun's robe I beg you will not assume, as it is an insuperable bar to your fulfilling your destiny as wife of a sovereign prince and mother of a royal family. For the rest, pray wear whatever suits your wise head and your beautiful face, so long as you don't expect me to know one gown from another."

398 Fifth Ave. **MAURICE** New York

Our new Fall booklet will be gladly sent upon request

V600. The Admiral blouse, made of extra quality crepe georgette, self trimmed with Jabot down front, fastened with heavy silk cord. Shown in white, flesh and navy. Maurice Price **$5.00**

Three Exclusive Maurice Blouses for Early Fall

V601. Blouse of heavy quality crepe de chine, hand embroidered floral patterns, newest design with hemstitching, shown in white and flesh. Maurice Price **$3.50**

V602. Fine tailored blouse of extra quality crepe de chine, box pleated running up and down and across blouse, worn high or low neck, in flesh and white. Maurice Price **$2.95**

$8.50 MANTILLA

PROMPT ORDERS NECESSARY

$8.50 MANTILLA

TONGUELESS FALL BOOT
OPEN WORK LACE FRONT
GLOVE-FITTING

FOR CITY PRICES BY MAIL:
ADDRESS O'CONNOR & GOLDBERG (Mail Orders) REPUBLIC BUILDING CHICAGO

A SUPERB FALL STYLE NOVELTY

O-G No-Tongue Autumn Boot. The delicious effect of the lacy open-work is enchanced by its outlining in delicate white silk Stitching. The leathers are all-over EXTRA SOFT PATENT—FRENCH GLACED KID—"MIDNIGHT BLUE"—PEARL DOVE GREY KID—IMPORTED BRONZE KID and ALL WHITE CALFSKIN.

THE CALL FOR THESE IS SO GREAT

that only early orders can assure you of prompt deliveries.

Mail orders should be addressed to O'CONNOR & GOLDBERG, Republic Building CHICAGO

Women's O-G Retail Stores and Style Exhibits are at

23 E. Madison Street and 205 South State Street, Chicago

"O-G Styles Determine the Shoe Fashions of America"

When in Chicago Do Not Fail to Visit an O-G Bootery

La Vida **Colonielle** *Corsets*

The New Corset

MODERNIZED reproductions of the "1830 period" corset, to meet the gown-fashions of the Early Victorian era (now re-appearing) only correctly accomplished, by gown and corset being in accord

Catalogue Free

LA VIDA COLONIELLE STYLE 1834

(pictured at right)

Unique goring assures perfect incurving waist; very straight front effect. Medium length; medium bust. Beautifully finished batiste. Price $5.00. In pink or white flowered batiste. No. 1838, $10.00.

LA VIDA COLONIELLE STYLE 1836

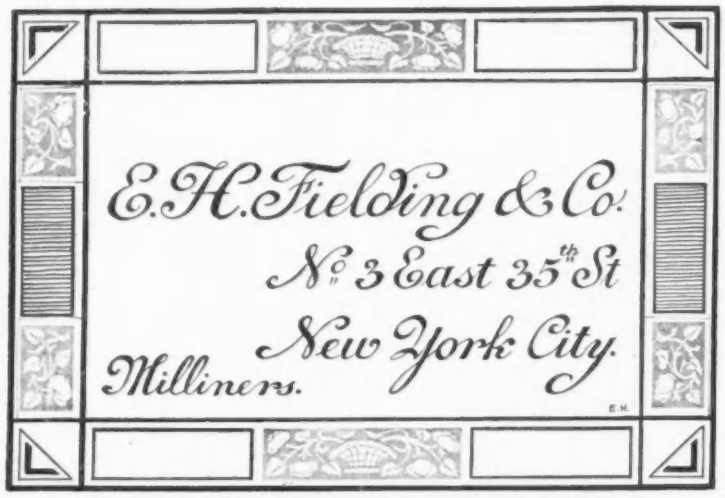
Oblique front boning, insures perfectly straight front lines. Decided in-fit at side-waist. Medium length and bust. Batiste of exceptional quality, becomingly trimmed. Price $5.

Same style, Coutil, No. 1840, $7.50
Fancy Batiste, No. 1839, $12.50

La Vida Colonielle Corsets are being eagerly taken up by Fashion's Leaders because of Exclusiveness, Ultra-Style, perfect Fit, with supreme Comfort

FOR SALE AT THE LEADING STORES

Originators & Sole Mfrs., WEINGARTEN BROS., Inc., BROADWAY & 34th ST. NEW YORK CITY



Notwithstanding the demoralization of European fashion centres, we offer authoritative styles for the American woman.

Lieberman & Siegel

Ladies' Tailors and Furriers

6-8 East 46th Street New York

Two baskets of quaint sea-shell flowers beside a little temple of Vesta seem to be awaiting the coming of Fragonard cupids

GHOSTS OF A ONCE POPULAR CRAFT

IT is a strange coincidence that at a time when the greater portion of English gardeners are devoting their energies to raising vegetables, the fashionable world, which still haunts the antique shops for distraction, should have taken to collecting baskets and sprays of old artificial flowers. Some persons give Lady Juliet Duff the credit for the renaissance of floral wax. There are others who say that it was the beautiful Mrs. John Lavery, the American wife of the great British artist, who awakened interest in these delicate ghosts of a once popular craft. For the moment the fifty-pound Chinese plant with its five or six jade and colored glass blooms is forgotten. Even the museums have begun collecting the often exquisite examples of gentlewomen's patience—a patience that was generally united with the fingers of an artist.

NOT SAFE FROM THE PUBLIC

When a fad of this kind starts in London, its influence is usually felt all through the artistic world, and in a short space of time, often less than a year, the thing in vogue has doubled and redoubled in price until the hope of possessing it has vanished completely even from the dreams of a Crœsus. A curator of one of the museums said to me the other day: "We thought early English artificial flowers were safe from the public for another decade, but we were mistaken. In a few more years to find them will be quite impossible." Years ago, when the world was humming "Flowers That Bloom in the Spring," no one dreamed of disturbing the flowers serenely blooming in the attic. It is strange that so many of them should have lived a century and three quarters of a century when one considers their frailty. "Flowers frozen in the summertime," that exquisite artist Conder once said of the wax contents of a basket.

As long ago as the time of Miss Pinkerton's select academy there were gentlewomen teaching the art of making wax and sea-shell flowers, and those curious silk flowers which originated in Spain, although the sophisticated Becky Sharp would have despised such an accomplishment. In Queen Adelaide's day it was thought very genteel indeed to be able to make wax flowers, and the great drawing-rooms of the period always held a piece or two of family workmanship of which the possessors were very proud.

IT'S ALL IN THE SETTING

"Ancient horrors!" the modish person is very apt to exclaim unless he or she is ultra-modish. In a glass case in a room stuffed with ugliness, mementos of forgotten gardens do not appear things of beauty, but take them away and place them on a Louis Seize table before stretches of black, gold, or cream colored wall and they immediately know a fairylike revivification. In a small Adams bedroom done in azure blue and cream, old-fashioned flowers make a delightful garniture for simple chimney-piece. There are flowers in a blue glass horn of plenty that were done in France about 1800. They consist of pale pink roses and sapphire colored bluebells. And then there are baskets composed of white and pink roses made of sea-shells. In such form the faded flowers enhance the freshness of the room and give a haunting note of summertime even in the midst of London fogs. Only the poet artist who knows the symbolism and magic of color can understand the quality of such a chimney-piece garniture.

In the picture at the top of this page the sea-shell baskets beside the little temple of Vesta seem to be awaiting the advent of Fragonard cupids. This illustration is the photograph of a table-top placed before a painted wall. Very lovely too is a wax basket of the period of 1830, presumably made in France, and a small alabaster vase containing minute silk flowers of an Empire date. A Dutch basket with sprays of worsted fuchsias, hear sease, and tulips was woven into life at the end of the Napoleonic era. One of a later period shares the top of an exquisite Georgian table in a beautiful home with an old tobacco box of a Victorian beauty.

Toujours comme un jardin d'été, Voilà la qualité distinctive de

RACARMA

"French Perfumes Made In America"

AN atmosphere of good taste and refinement—so highly prized by every woman—is assured to users of Racarma toilet preparations.

Beyond that—there is an alluring French tang secured only by the use of genuine French formulæ.

Racarma toilet accessories—180 in variety—are the necessity of every woman who craves the distinction of exquisite taste.

Excentrique Perfume, one of the most delightful of Racarma Perfumes, has a distinctively French Bouquet. This exquisite odor is also available in Toilet Water, Face Cream, Face Powder and Talc—all handsomely encased in an artistic manner.

Upon receipt of 25c we will mail liberal sample of Excentrique Perfume.

On sale in the principal cities by the most exclusive department stores.

RACARMA
DETROIT NEW YORK

MME. S. SCHWARTZ, Corsetiere

announces the exhibition of the New Models and Materials for Fall.

On account of its scientific lines and superior workmanship the

Schwartz CORSET

has for many years enjoyed the endorsement of the woman of fashion.

All fittings under the personal supervision of

MME. S. SCHWARTZ, 11 EAST 47th STREET, NEW YORK

Blaine Inc.

Announce opening of their new establishment with an exclusive collection of

Gowns, Suits, Wraps, Furs

Selected in Paris by their Mr. Blaine, late with THURN

One East 53rd Street, New York

The first crisp days of autumn

that start the blood tingling through your veins, also start the rush to the shops to buy new autumn clothes.

The hosiery departments are at their height of activity. Stocks are full—sizes, colorings, and shades are complete, and *now* is the time, therefore, for you to lay in your autumn and winter hosiery requirements—now while you may indulge your fancy to its utmost—now while every good dealer can show you a full line of

"Onyx" Hosiery Silk

for the new season.

Never were styles more beautiful; never before has such a wide choice been offered to you, whether your taste incline toward the plain colors or whether you prefer the new clock designs, horizontal or vertical stripes; and never before have you been able to find better value, style and quality than now.

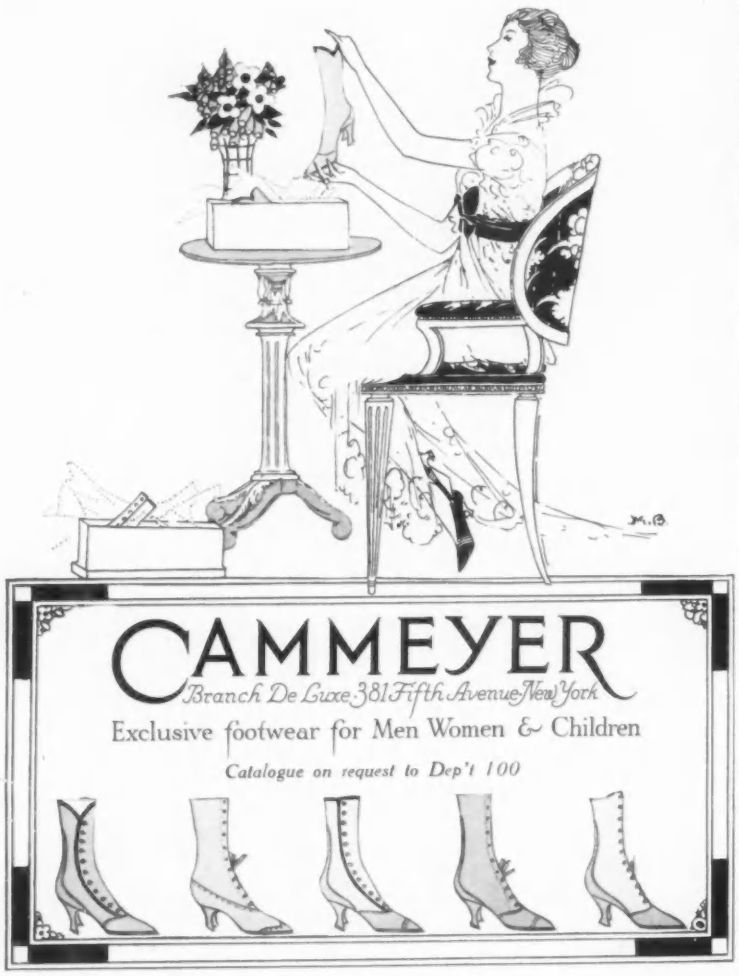
No. 235	No. 350	No. 106
$1.00	$1.50	$2.00
Fine Silk with DUB-L Lisle garter top, triple extra spliced heel and toe, medium weight.	Pure Silk, DUB-L wide garter top, triple extra spliced heel and toe, seasonable weight.	Medium weight, finest thread silk, DUB-L Silk garter top, triple extra spliced heel and toe.

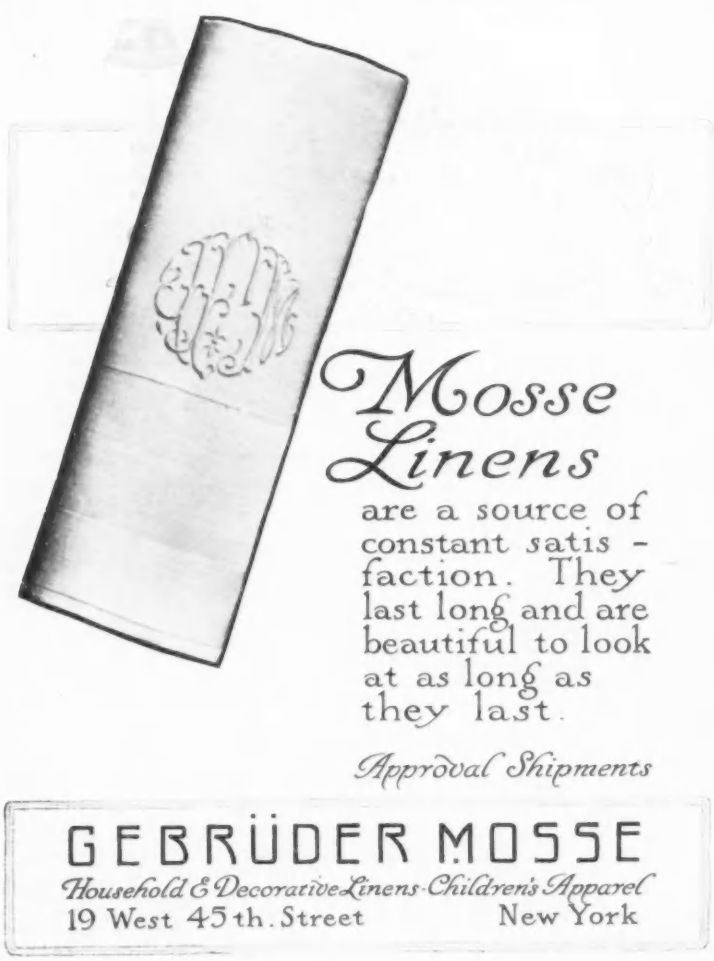
These numbers are made with the new "POINTEX" HEEL all colors

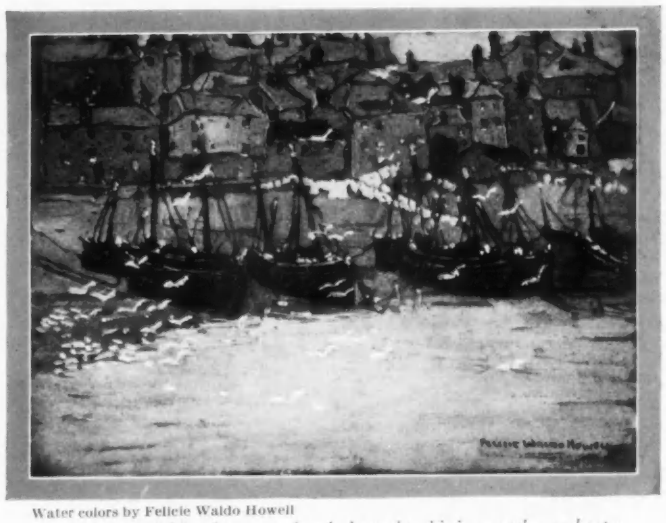
You will find "Onyx" the quality hose, at all quality shops throughout America. If you have difficulty obtaining your exact requirements—let us help you!

Lord & Taylor

Wholesale *New York*







Water colors by Felicie Waldo Howell

Long black fishing boats are beached on the shining sands, a chaotic jumble of painted houses lines the beach, wash of brilliant hues flutters from high lines, and beneath the lines artists toil at future masterpieces

CLOTHES-LINES FOR ART'S SAKE

AT the door of the tiny English inn at St. Ives, in Cornwall, the chief man-servant, to whose station in life had been dedicated a short waistcoat decorated in an amazing manner with uncommonly large brass buttons and the words "Trenwith Hotel," bustled about, superintending the luggage men. Within the door such viands as roast lamb and walnuts and hot pudding, served by a buxom little maid, disappeared with a speed born of sea-sharpened appetites and early morning encounters with the custom-house officials.

It was one of those rare days when the sun vanquished the fog and filled the atmosphere with the spirit of gladness. The gulls were calling, and there came the distant splash of the waves on the shore, so even the attractions of English breakfast were soon forgotten. The new-old thirst of the artist came upon us.

The "Green Studio," to which we were bound, was but a ten minutes' journey from the Trenwith Hotel, but the enchanted village which spread itself along the route caused much delay. Finally, however, we emerged to a glorious sunlit beach, whence a flight of rickety stone steps led to a big workroom with a skylight.

Cornish people, like Cornish masts and Cornish cottages, are not lofty, and studios, originally sail-lofts, are no exception. Beneath the studio window lay long black fishing boats, with their white-tipped masts, holding two or three russet sails, spread to dry, and about the beach houses were piled chaotically supporting a maze of chimneys, twisted and leaning, stained with color by crude workmen and softened by years of rains and winds. Above the sands, groves of white and pink and blue clothes fluttered from a tangle of wires held up by long poles, and under the wash lines painters in smocks and big ties were creating the future masterpieces of galleries in Europe and America.

Leisurely, many-colored life makes St. Ives a paradise for artists. A coal schooner glides by the gray stone pier and anchors. When the tide goes out, a single man begins to unload her with a single basket, emptied into a single cart, drawn by a single horse (always of colossal proportions), guided by a single boy. The tide comes up; the man, basket, cart, horse, and boy, all lie dormant till the waves recede, and the schooner once more stands high on the shining sands.

When Saturday comes, everything that can be is scrubbed, washed, and cleaned. On Sunday morning, children and prayer-books are collected, the churches are filled, and the day of rest prevails until Monday comes and the town blossoms in washings.

In the twilight and the moonlight the thatched, stucco houses and the black hedges loom mysterious, and the erratic wind-swept trees throw fantastic arms and shadows over the lanes. It requires only a little imagination, stock in trade of the artist, to hear the distant pipings of the merry maidens across the gorse-laden hills, and Rosetti's musical fantasy becomes reality:—

". . . I dogged the flying moon . . .
And like a wisp she doubled on my sight
In ponds; and caught in treetops like a kite;
And last like a bubble shot the welkin's height
Where my road turned, and got behind me sending
My wizened shadow craning round at me."

Leisurely many-colored life makes of quaint St. Ives an enchanted town for the artist

MRS. ADAIR

TELEPHONE, 2834 MURRAY HILL
557 FIFTH AVENUE
NEW YORK
92 NEW BOND ST. W.
LONDON
5 RUE CAMBON
PARIS

IN the last issue of Vogue, the continued progress, despite the War, of Mrs. Adair's London and Paris Salons, was spoken of. In this issue can be announced an improvement in Mrs. Adair's *New York Salon*, which her American patrons will not fail to appreciate, *i. e.*, the entire remodelling and refitting of the Salon.

♣ ♣ ♣

Mrs. Adair has not only consistently kept abreast with the rapid progress being made in her field, but by her intimate knowledge and constant study, has ever been foremost in advancing and perfecting every means by which feminine charm and youthfulness is retained in the face of Time. The number of her clients regularly attending the New York Salon for treatment has so increased, that new accommodations became imperative, and have now been effected. It is therefore a greatly improved Salon, and an enlarged staff of expert assistants which will greet you on your return to the City, and which will render every aid in making face, arms, neck and form presentable for winter's social activities.

♣ ♣ ♣

Mrs. Adair's GANESH STRAPPING MUSCLE method of correcting the darkened, coarsened, leathery appearance of a "summer" skin, of softening and eliminating crowsfeet, lines or hollows, of restoring the velvety smoothness and whiteness to the skin, invariably succeeds because of its stimulating, nourishing action on the tissues which support the skin, and on whose health depends the roundness and firmness of the contour. Single treatments, $2.50.

♣ ♣ ♣

Important also are Mrs. Adair's treatment for TIRED LINED EYES ($3.50) which restores the clear, bluey-whiteness, and eliminates crowsfeet, and her Antiseptic, Electrolysis Method for the REMOVAL OF SUPERFLUOUS HAIR ($2.50). Leaving the Salon and Salon Treatments, and entering the broader realm of HOME TREATMENT with the GANESH preparations, practised by women in every part of the world, we come to a consideration of the following Preparations, especially in demand at this season:

♣ ♣ ♣

GANESH FRECKLE CREAM, $1., for immediate and permanent relief from freckles and sunburn. GANESH ENAMELINE, $1.50, for whitening the neck and arms for evening. GANESH CREAM FOR HANDS, $1., to make the skin smooth and white and take away signs of age.

♣ ♣ ♣

GANESH JUNO, $2.25, $1.25, for improving the size and firmness of the neck and bust. GANESH MUSCLE OIL, $5., $2.50, $1., for filling out a thin face, freeing from wrinkles and hollow formations. GANESH DIABLE SKIN TONIC, $5., $2., 75c. for tightening the skin, taking out puffiness and discoloration.

♣ ♣ ♣

DARA HOME OUTFIT, $4.50, for the removal of superfluous hair at home. GANESH CHIN STRAP (illustrated) $6.50, $5., for reducing the double chin, overcoming flabbiness. GANESH FOREHEAD STRAP, $4., $5., for banishing forehead lines.

♣ ♣ ♣

Mrs. Adair's valuable Lecture Book and complete price-list mailed on request.

"*The* Neu-tral"

A distinctly American conception for women who appreciate originality

In the new shades of soft felt or black velvet

C. M. Phipps, Inc.
29-33 West 38th St., N.Y. City.

PHIPPS

SMART SHOPS FEATURE THIS LABEL

PRICES APPLY To U. S. A.

La Mode

TuFold

TRADE MARK

Uniform

The most practical Maid's Uniform. Can be worn High or Low Neck. On sale at all good stores or Write for Booklet V, showing a variety of models.

Hays and Green
352 Fourth Avenue
New York City

MADE UNDER CLEAN AND HEALTHFUL CONDITIONS — NATIONAL CONSUMERS LEAGUE — USE OF LABEL AUTHORIZED AFTER INVESTIGATION

Burby

In our new shop

714 FIFTH AVENUE, NEW YORK

(Between 55th and 56th Streets)

IMPORTED HATS, GOWNS AND FURS
REBOUX HATS A SPECIALTY

Burby Glue in quart cans $1.00. Will not stain. Does stick. Money refunded if not satisfactory

BURBY, 714 Fifth Avenue, New York

Gerhardt & Co

12 East 46th Street
opposite Ritz Carlton

New Shop for Smart Hats, Imported Models *and* Original Designs

Latest Georgette High Back Model

Made in velvet and trimmed with steel banding. Very effective in blue, with iridescent trimming. Can be made to match any costume if sample is furnished.

Price, $12.00

If possible send head size

Hand-Smocked All Wool Albatross House Dress

Skirt and waist with Van Dyke points outlined with hand feather-stitching, elastic belt. Collar and Cuffs hand-crocheted and feather-stitched.

Waist Silk-lined

Colors: Pink, Light Blue, Lavender, Copenhagen and Rose. Sizes: 34 to 44.

A unique garment for negligee wear.

Price, $6.25

All goods guaranteed satisfactory, or money refunded

Kindly send money order or check with orders, payable to

Jonas

500 Fifth Ave., N. Y

BERGDORF GOODMAN

SUITS GOWNS
WRAPS FURS

Several hundred Paris importations and original models, assuring patrons the widest latitude for selections and extremely limited duplication of designs.

616 Fifth Avenue

Between 49th-50th Streets

THE WOMAN WHO RUMPLES

AN all too familiar breeze had crept under the meshes of her veil, and a little wisp of hair trailed across her cheek. The tulle ruche of her smart hat leaned a trifle to one side, and some unaccountable movement of her long body had put creases in the double collars of lawn and silk on her taffeta coat. An end of soft suède glove drooped in a limp discouraged way below her cuff, and even the edges of her costume seemed to protest at lying flat. And yet she was not one hour from the hands of her maid—a treasure all her friends envied her.

Somewhat later she stood while her new evening gown, a rose colored mass of fluff, was draped and patted and pulled into place. The première stood by and directed, while a lesser light crawled around with her mouth full of pins, changing the uncertain lines of the hem.

Her eyes rested on the girl at her feet—and stayed there. The girl was so perfectly and wonderfully trim. From the crown of her shining hair, brushed back into a smooth round knot, to the toes of her little pumps, which in spite of her kneeling had not a dent in their tips, she was marvelously well-groomed, and stayed so, marvelously. Tip, went the sleek head until it was almost upside down, and when she straightened not a hair was out of place. Her flat piqué collar lay as snowy and as flat as before.

IS IT FAIR?—BUT THEN!

Is it the intelligence of clothes, or the maliciousness of them, or a mere quality of rumpleness or non-rumpleness which the fairies withhold or give a girl child at her birth, that causes this difference?

How else save by some secret talisman can one account for the fact that one woman may have a plunging creature of a horse run away with her, and at the end of that wild ride her taffeta hair-bow will remain as stiff and horizontal as if cut out of metal, while another woman may not wear organdy collars and cuffs one hour without the edges curling up rakishly. Is it fair?—but is life fair? Some can sing, and some can not. Some women well-born and carefully dressed rumple, others do not. And that's all we know about it. It begins in the nursery, where one adorable tot is always ready to be kissed in crisp white ruffles, and another, equally adorable, is always ready to be refitted from top to toe.

"Greater than beauty, greater than anything else, grant me, I pray you kind gods, the gift of staying well-groomed," sighs the modern maid. For well she knows the modern man turns from the shining nose and rumpled laces of beauty and gazes spellbound after beauty's very plain sister who steps from a dusty train as fresh as a rose, and plays eighteen holes of golf, with a miss or two, perhaps, but never a muss.

Oh, the courage to stand before one's father confessor, the mirror, and say: Do I rumple or do I not? May I wear tulle? May I wear saucy veils that swing, little tassels that beckon, cobweb fabrics that invite, or will treachery lurk in every one of these for me? Will my tulle always absorb the dampness, or my veils hang always with crooked edges, and my tassels always rough up like an angry pussy-cat's tail? Will the crispness of my chiffon and silk laces wilt in soggy folds?

If this is so, oh truth telling mirror, if the hardest thing in the world is for me to stay well-groomed, then I will choose those outlines and fabrics that can not play me false. For me is the little close-fitting hat that hugs the head and imprisons the hair. For me is the plaited frill, never the ruffle.

Velvet and broadcloth and heavy creaseless satin are my friends, but the flyaway taffeta is as much my enemy as the linen which laughs and mocks at me with all its wrinkles.

Those smart little touches that one takes on and off are far from smart on me. They are not peaceful inanimate things; they become alive with malice and want to get away from me. In trying to do so, the belt slips below its place, the bow tips ón end, and all the pins in the world will not keep that net chemisette from losing its smoothness.

My hair must never be dressed in a fluffy way because its real tendency is to be wild as a gipsy's shock. Brushed with a thousand strokes, with a flat wave pinned down hard in front of each ear, and a net pressed into service on windy days, still I distrust it, and keep most of it under my hat when I am out-of-doors.

"THEY ALSO SHINE"

And because "they that rumple also shine," a liquid solution must take the place of the more fickle powder, so I can keep my face dull finished.

And I will never wear a laced shoe. Wearing laced shoes properly is high art, and hardly ever will I choose a pump, but the high boot that meets trimly the skirt-line, and has its buttons as close together as possible.

Also the waist with the stiff collar and the coat with the narrow lapel are mine, for I beware loose edges.

So may the woman born under the rumply sign keep her secret well hidden, and, warily glancing into the mirrors she meets, discover with a thrill of pride that at last she has conquered.

MAISON Josef

The Children's Shop
No. 8 East 46th St., New York
Opposite the Ritz-Carlton

FALL IMPORTATIONS

FOR THE LITTLE ONE
From Infancy to Four

The daintiest of newly landed hand-made apparel such as you'll not find *elsewhere*—exquisite materials, exquisitely worked.

COATS — SWEATERS
DRESSES — BONNETS
Etc., Etc.

A NEW SECTION DEVOTED TO
MILLINERY
FOR CHILDREN UP TO 12 YEARS

LAYETTES
MADE UP TO MEET EVERY INDIVIDUAL REQUIREMENT

Complete descriptive Catalog free on request

ENLARGED SHOWROOM FOR NURSER FURNITURE & FURNISHINGS

ORIGINAL designs of effectiveness — every needed piece in enameled reed.

Ask for Illustrated Catalog

No. 323—*Crepe de Chine dress. Collar and cuffs of white Georgette crepe hemstitched in colors to match. Dress in panel effect forming Princess style. Opening at side, finished with self covered buttons. Crushed girdle with novelty buckle. Colors—Black, Navy Blue, Belgian Blue, Dark Green and African Brown.*
Price, prepaid, $10.50

No. 217—*French serge dress, Princess style. Dark blue taffeta sleeves and underwaist, finished with cordings. Novelty hand embroidered design on front of waist and on taffeta collar, having overcollar of leather colored taffeta with cuffs to match. Large box pleat in front and back of skirt and inverted pleats at sides. Colors—Navy, Black, Dark Green and African Brown.*
Price, prepaid, $18.00

SMART FROCKS FOR FALL DIRECT BY MAIL TO YOU

Carleton Costumes are authentic styles and are made in our own workrooms. We positively sell by Mail Only, and if you are not entirely satisfied, your money will be promptly and cheerfully refunded. All carrying charges prepaid. In addition to smart frocks, we are showing for the first time, a limited number of exclusive styles in ladies' tailored suits, prices ranging from $15.00 upwards. Write for Booklet of advance Fall Sty es, showing smart frocks and tailored suits. It will be sent to you by return mail without charge.

Carleton Costumes INC.
286 FIFTH AVENUE — NEW YORK CITY

For Artistic Effects use "KAPOCK" Draperies

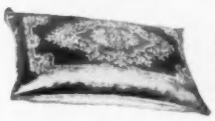
These beautiful fabrics of silky sheen, exquisite in coloring and design, and positively non-fading, lend themselves perfectly to any chosen scheme of decoration.

GUARANTEED KAPOCK SUN-FAST

TRADE MARK REG.

Not only more beautiful, but far more economical than other silky materials—less cost per yard—*double width.* Edgings to match. Guaranteed never to fade in either sun or water.

Address Dept. D
A. THEO. ABBOTT & CO.
Philadelphia, Pa.



Send 15c for this beautiful pillow top.

Look for this Basting Thread in the edge of all genuine KAPOCK PRODUCTS Your Protection against Imitations

"KAPOCK" Sun-Fast Fabrics are sold only by the dealer, but to show you their exceptional beauty, send 15c. in stamps for this attractive French shape pillow top. State color wanted: gold, blue, green or red.

For Afternoon Wear

Special $21.50

Chic and becoming is this smart Fall model of a dark blue chiffon taffeta frock, vest of washable Georgette crepe, and skirt cut on most becoming lines.....$21.50

When ordering give accurate measurements, but if not entirely satisfactory money will be refunded.
Send for illustrated leaflets of other special values.

MAISON IRVING
366 Fifth Avenue — New York

Model your figure with a
Model TRADE MARK
brassière
Style 782 FS., $1.50

EVEN the most unselfish woman is selfish when it comes to a consideration of her own figure and appearance. It is right that this should be so. It is right, therefore, that we should offer to thoughtful women so excellent a garment as the Model Brassiere. A figure modeled with a Model Brassiere is prepared perfectly for the hands of the beautifying modiste whose wizardry needs a good base to work upon.

Entirely apart from the desirability of Model Brassieres as artistic adjuncts to a wardrobe are the excellent and exclusive practical features, including extra large arm shields, removable rustless boning, flap-covered non-rust hooks and eyes and our personal guarantee which accompanies every garment. 50c to $7.50.

If your dealer can't supply you, we would be pleased to have you write to us direct.
If you would like to receive a free copy of our 1915 Style Book, drop us a line today.

Chicago
Boston
Paris

Model Brassière Co.
Dept. A, 200 Fifth Avenue, New York City

Brooklyn
San Francisco

OLIVIA LINENS
BLOCK PRINTED AND CROSS STITCHED
Unique, Artistic and Conservative Designs—High Grade Material and Workmanship.
APPROPRIATE GIFTS
Suggestions submitted on individual designs.
WRITE FOR OUR LATEST LISTS and approval shipment.
Also Cross-stitch Sheets & Hand Colored Designs

OLIVIA, Suite 1, 2375 Fairfield Ave., BRIDGEPORT, CT.

NURSES' OUTFITTING ASSOCIATION INC.
450 Fifth Ave. New York

CORRECT UNIFORMS
for Nurses and Maids
for House and Street
also Hospital Garments

SEND FOR CATALOG··BB

Castle Hats

Castle Novelties now on display at the Leading Shops.

Style 1108

Style 1176

Style 1225

If your Dealer cannot furnish the desired hat write to us and we will see that you get it

L. F. CASTLE COMPANY,
MANUFACTURERS OF
LADIES' AND MISSES' HATS
63-65-67 WEST 38TH STREET
NEW YORK.

Photograph from Janet M. Cummings

The Teatro de Colon in Guatemala is largely given over to the production of standard operatic works and the performances of Spanish stock companies. The building is an unusually fine one and the performances are subsidized by the government

OPERA SOUTH *of the* PANAMA CANAL

(*Continued from page 62*)

to correspond to the productions of our cheaper stock companies, vaudeville performances, and melodramas.

Of course, in many cities of South America the tropical weather affects the conditions of producing opera, and many municipal theatres and opera houses are built much like summer gardens. In such cases, the intense stillness which, if not inspired, is always demanded by music, is obtained by laws which affect the traffic. Within a radius of several blocks of the opera houses the streets are paved with material to deaden sound, and regulations affecting the conduct of individuals within the immediate vicinity of the temples of music are enforced. These regulations are very similar in effect to our regulations governing the streets on which hospitals and schools are located.

MUNICIPAL OWNERSHIP

All South American opera houses are under the direction of the municipality. A grand opera commission is appointed just the same as we appoint a commission in our economic or political organizations. The opera house is, as a rule, leased to some individual, who may, or may not, be an impresario or manager. Often this person is simply in favor with the local government, and thereby obtains the lease through political standing. This, however, never interferes with the general progress of the grand opera season, which in the instance of Buenos Aires is at its height during the months of May, June, July, and part of August.

The general procedure in regard to operatic productions in South America is to appoint an expert to go to Europe and select the artists, choruses, costumes, scenery, accessories, and all the miscellaneous accoutrement which are required for the production of the season's work. This expert has the power to engage and contract for every detail, from music scores to call-boys. The company's transportation from Milan, for instance, to South America is paid for both ways. One can readily see what work and expense this means, when scarcely a single ballet dancer or chorus woman comes to South America without her mother or her sisters, and, in the case of those who are married, the husband or wife and all the children. This means that in an opera company of one hundred people, there may be two hundred people extra as entourage. A striking feature of these grand opera companies for South America is that the musicians are not engaged in Europe; the directors are, but the orchestra is not.

While the expert is busily engaged in Europe, the commissioner is campaigning for subscriptions to make up the amount of money required for a certain number of performances during the season. The municipality, of course, subsidizes the opera house. The people are still further called upon to support the music they demand in subscriptions, and right royally they do it.

THE SOCIAL SIDE

There is a social side to the opera season in South America which is akin to the social features evidenced on the continental Sunday. The Sunday matinée performances bring together an assemblage which in wealth, brilliancy, and romantic atmosphere rivals any operatic gathering in the world. Right upon the heels of this grandeur, on Sunday night there are the popular performances, for "the people."

It was in the Teatro Colon that Caruso sang long before we knew there was such a man or such a voice. Nor is he the only famous singer who has enthralled us after he had already delighted the music-loving Latins of South America. It was here that the Boncis, the Amatos, the Plançons, the Matzenauers, the Tetrazzinis, and the Martinellis first sang in the western hemisphere.

In Buenos Aires, by common consent, is the most beautiful opera house in the world, the Teatro Colon. In Buenos Aires, the greatest metropolis of South America, there is the largest Italian colony outside of New York or Naples. Buenos Aires claims over half a million Italians, and it is to the Italians that much of the success of the operatic season is due. The Teatro Colon seats thirty-five hundred people, and has standing capacity for over one thousand more.

OPERA IN MEXICO

In Caracas, the capital of turbulent Venezuela, and even in San José de Costa Rica, perched high in the wonderful mountains of the little Central American republic, we find superb opera and the theatre houses subsidized for the regular production of grand opera and dramatic performances in the usual South American way. The Teatro Nacional in the City of

(*Continued on page 132*)

One of the New Fall Models of The Goodwin CORSET

The illustration is of the Model U, a long corset for full figures, with defined waist, the natural hip curve, and upper development to support full shoulders and bust. The well defined waist with long line over thighs holds the corset naturally in its proper position on the body. For this figure it is the correct foundation for Fall gowns.

You are invited to call at any of the many Goodwin Shops or write for catalog G, with full description and photographic illustrations of all the Goodwin Models.

A model is made for every figure and special requirements receive careful attention.

Goodwin
Corsets of Every Description
373 Fifth Avenue
New York

Boston . . . 687 Boylston St.
Kansas City . Waldheim Bldg.
Chicago . . . 57 E. Madison St.
Philadelphia . 1120 Walnut St.
San Francisco . . 330 Sutter St.
Los Angeles . 220 W. Fifth St.

YOU CAN WEIGH
WHAT YOU SHOULD WEIGH

My pupils are among the most refined, intellectual women of America. They have *regained* health and good figures and learned to **keep** well. Each has given me a few minutes a day in the privacy of her own room to following scientific, hygienic principles of health, prescribed to suit each individual's need.

YOU CAN BE *SO* WELL

My work has grown in favor because results are quick, natural and permanent and because they are scientific and appeal to *common sense*.

NO DRUGS—NO MEDICINES

Radiate Health—So that everyone with whom you come in contact is permeated with your strong spirit, your wholesome personality, feels better in body, mind—for your very presence.

Be Attractive—well groomed.

Improve Your Figure—In other words be at **your best.** You wield a stronger influence for good, for education, for wholesome right living, if you are attractive and well, graceful and poised—upright in body as well as in mind—and you are happier.

Judge what **I can do** for you by what **I have done** for others.

I think I do not exaggerate when I say I have corrected more **Chronic Ailments** and built up and reduced more women during the past nine years than any physician—the best physicians are my friends—their wives and daughters are **my pupils.** I have **Reduced** about 35,000 women from 10 to 85 pounds. I have rounded out and **Increased the Weight** of as many more—all this by strengthening nerves, heart, circulation, lungs and vital organs so as to regulate the assimilation of food.

I want to help every woman to realize that her health lies, very largely, in her own hands, and that she can reach her ideal in figure and poise.

Won't you **join us?**—we will make you and the world better.

I have published an interesting booklet showing how to stand and walk correctly, giving other information of vital interest to women. Write for it. It is **free.** I will also tell you about my work.

If you are perfectly well and your figure is just what you wish, you may be able to help a dear friend. If you are in Chicago come to see me. I am at my desk from eight a. m. until five p. m., and shall be glad to see anyone interested in this great movement of health and figure through natural means.

Sit down and write me NOW.
Don't wait—you may forget it.

I have had a wonderful experience, and I should like to tell you about it.

SUSANNA COCROFT, Dept. 17, 624 SOUTH MICHIGAN AVE., **CHICAGO**

Miss Cocroft is a college-bred woman. She is a leading authority upon the scientific care of the health and figure of woman.

Schotz & Co. Inc.

Present the smartest models available in

Suits Gowns
Wraps Furs
Millinery

471 Fifth Avenue
Opposite Public Library

Elizabeth Arden

THREE SPECIAL AUTUMN NECESSITIES!!!

TO Repair Summer Ravages on Beautiful Faces—NOW is the time to obliterate all traces printed upon the face by sun, salt waves, strenuous outdoor life.

VENETIAN SPECIAL ASTRINGENT,

a newly discovered compound, is now added by Elizabeth Arden to her other "tried and true" Venetian Preparations. This delightfully effective NEW lotion firms and freshens the skin, tightening and smoothing out all fine lines which eventually become wrinkles if not thus prevented. If already formed they will disappear with the frequent application of this new Beautifier, regularly and faithfully applied by the Arden Method. Large bottle—$3.00.

VENETIAN PORE CREAM

is the Answer—when one wishes to reduce those disfiguring *open pores*, and to cleanse and refine them. Pores, the necessary drainage-system of the skin, *should be almost invisible*, instead of enlarged and further offensive because of a clogged, blackhead condition. The final effect of Pore Cream is a smooth, fine, firm skin-texture, with pores reduced to their normal, healthful size and condition. Jar, $1.00.

VENETIAN FRECKLE CREAM

removes sunburn and freckles. These discolorations are a *discord* with the delicate colors and laces of evening dress. Therefore, you should create a beautiful *harmony* of skin and costume by clearing your complexion and restoring the necessary exquisite bloom and coloring. Freckle Cream quickly and effectively accords this magical change. Bottle—$1.25.

Elizabeth Arden's SALON D'ORO is now located in the newest and most fashionable Fifth Avenue Business District. This Salon has been artistically appointed and luxuriously fitted to suit the comfort and pleasure of the rapidly increasing Arden Clientele; and commodious laboratories have been added to meet the immense commercial demand for Venetian Preparations, from all over the world. VISIT this delightful abiding place of all that makes and maintains woman's choicest beauty—a lovely complexion.

SALON TREATMENTS

The Arden Treatment *smooths* out lines and wrinkles; *lifts* up sagging muscles and flabby skin; *firms, whitens, refines* its texture; *restores* outline of youth; *produces* bloom and color by stimulating circulation; *removes* blemishes and *reduces* pores; *reduces* double-chin—and in all ways, *creates* and *restores* beauty of skin and contour. Single Treatment—$2.00.

ELIZABETH ARDEN (new Salon D'Oro)
(73 FIFTH AVENUE (Entrance, 53rd Street) NEW YORK
(formerly 509 Fifth Avenue)
Washington, D. C., 1147 Connecticut Avenue.

NEW MODEL POLO COAT
for All Out-door Purposes

With detachable belt in three parts. Can be worn

Full Belt
Half Belt
No Belt

All coats are made in our own workrooms from genuine "WORUMBO" material and contain the WORUMBO silk label.

(All fabrics made by the Worumbo Mfg. Co. are absolutely all wool and acknowledged the finest quality obtainable.)

Colors:
Tan, White, Navy, Brown, Dark Green, Plum, Oxford, Black.

If your dealer has not this coat, write us for samples and information

DEMMERLE & CO.
114-116-118-120 East 23rd Street NEW YORK

Quaker Cooker Offer

We have this made for users of Quaker Oats. It is pure aluminum, large and extra-heavy. It cooks the flakes perfectly, while retaining all the flavor and aroma.

Send us our trademark—the picture of the Quaker—from 50c worth of Quaker Oats. Send one dollar with them and we will send this Double Cooker by parcel post.

This is one of our efforts to make this dish the dainty of dainties in every home.

Cereal Capacity 2¼ Qts.

This present cooker offer applies only to the United States.

Address The Quaker Oats Company Railway Exchange, Chicago

Quaker Oats

The Luscious Vim-Food

We Really, in Quaker Oats, Condense the Oat Flavor

By that we mean this:

Three bushels of oats as they come to us yield less than one bushel of grains fit for Quaker. The little oats are discarded.

But these cream oats are rich and plump. They monopolize the finest flavor. The flakes they make are large and luscious. The aroma is exquisite. No puny, starved grains dilute it.

That's what it means to get Quaker Oats—the reason for its world-wide favor.

It doubles delight in this vim-food. And that appeals to all who love oats, or the energy and spirit they create.

The Essence of Energy

We believe that oats mean more to grown-ups than to children even. At least, adults most need their vitalizing power.

But nobody doubts that for all ages this is important food. And Nature never made a food more luscious than oats served at their best.

Get the benefit of all this. Oat grains differ vastly. Some dull the love of oats, some foster it. We promise you always, in Quaker Oats, flakes of the queen grains only. And they cost you no extra price.

10c and 25c per package
Except in Far West and South

(1001)

OPERA SOUTH *of the* PANAMA CANAL

(*Continued from page 130*)

Mexico has recently been completed at a cost of ten million dollars. Surely this is one of the most beautiful opera houses in the world. Built of white marble and polished granite, it equals in beauty and architectural perfection any of the opera houses of the principal cities of Europe or of North America. The seating capacity is three thousand. The opera season continues practically throughout the year, with perhaps the fewest attractions during the months of August and September.

The Mexicans paid a graceful compliment to the United States by ordering from it for this theatre the most wonderful curtain that has ever hung from a proscenium arch. It is made of favrile and glass-mosaic. The curtain was made in New York and shipped to Mexico in two hundred separate panels. The decorative scheme was taken from the legend of the days of Montezuma and the snow-capped peaks of Iztaccihuati and Popocatepetl, rising thousands of feet, form a dome of radiant light.

This temple of music was not, however, the first grand opera house in Mexico City. For over a century the works of the inspired masters of the Latin people have been sung and played even by the Pueblo bands of rural districts during the progress of the grand opera season. Nearly all the great singers who have won popularity in the United States had sung to the Mexicans in the Teatro Nacional before we ever heard them.

FROM TWELVE CENTS UP

The scale upon which productions are given to the Mexican public bespeaks the innately artistic temperament of the people. Entire companies, numbering as high as two hundred to three hundred people, are brought from Italy and Spain for the season. The cost of a production can be realized when one notes that the prices for the seats range all the way from twelve dollars for an orchestra stall to twelve and a half cents a seat. These prices only buy the right to the seat; admission to the opera house is extra. In this arranging of prices so the most impecunious will be able to attend some, if not all, or not the best, performances of a season lies the fundamental principle which makes grand opera and the drama the most popular amusements of the Latin people. The price of admission varies from one dollar to ten dollars, depending entirely upon the artist in a particular, or all the specified, performances of a season. The price of the seats never changes, but the admission does.

In La Paz, Bolivia, with seventy-five thousand inhabitants, there is a municipal theatre which is as beautifully equipped as any theatre of Europe or North America. The prices here for seats range from nine dollars to forty cents. The elegance and stateliness of the social functions in the municipal theatre of La Paz are second to none anywhere.

We have heard much of Rio de Janeiro, the beautiful capital of Brazil. The extent of our knowledge, however, is mainly commercial, and yet in this city there is a very large grand opera house, and a municipal theatre. Twenty dollars a seat for an orchestra chair is the price one pays to hear grand opera, and there are never any vacant seats. About thirty-five hundred people occupy the seats, and another one thousand stand. Here again, the price of the seats remains staple, while the admission fluctuates.

SUMMING UP SOUTH AMERICA

Santiago and Valparaiso in Chile must not be forgotten in summing up the operatic situation in South America, and neither must Bogota, the capital of Colombia; Quito, high up in the mountains of Ecuador; Lima, in Peru; Montevideo, of Uruguay; and São Paulo with its spendid municipal theatre. The opera houses in these places have been in charge of the municipal governments, and have been a most vital part of the life of the people for a hundred years.

And so, when we consider that here in New York we have boasted of triumphs and extravagances in these forms of entertainments to such a degree that we have come to believe that no place enjoys such perfection in this field of art, we realize that we have been praising ourselves unduly. Meanwhile, our sister republics in the other half of the hemisphere have been quietly enjoying the greatest of esthetic pleasures, and in the most luxurious fashion. The South Americans do these things in a way that dazzles and amazes the outside observer, and our attitude toward their work has been more than apathetic—it has been crassly stupid.

SMART FASHIONS *for* LIMITED INCOMES

(*Continued from page 76*)

A popular coat model last season was that having a semifitted waist portion which extended about to the hips, where it was completed by a circular skirt section of the length shown in the illustration at the right on page 76 or a trifle longer. This season such a coat may be remodeled by any small tailor as suggested in this sketch. The skirt section of the coat should be attached to the waist-line as indicated in this sketch, and the coat drawn in across the front by the little belts to give the more fitted line which this season demands. The question of revers is immaterial. If a new coat is being made the revers are a pretty feature to use. If not, the fur collar or the high closing used on last season's coat may be used again this year. Should the fur of the old suit be worn out, it may then be possible to substitute a new collar, either of fur or of material cut from the long-waisted section in remodeling. Failing that, faille silk may be employed. Unless a coat is to be seven-eighths length, the length sketched here is a more generally becoming one than the knee length. With this good walking suit a plain sailor is attractive. One on the order of the broad-brimmed Puritan sailor is sketched here, of felt with a velvet crown.

THE COAT OF MANY USES

Should one find a long coat to be a needed garment after the inventory of the wardrobe is taken, the coat sketched at the right on page 76 is one of those excellent models which answer many purposes; that is, for any but the most formal occasions it could be used both for the afternoon and evening. The prettiest material for such a wrap is a soft velours of the nature of duvetyn. This season, blues, grays, and plums will be very smart, trimmed with a fur collar. The models are narrower of shoulder than last season, and wide of hem, with long sleeves which are many of them rather closer than those of preceding years.

Powdered Perfection for the Complexion

TO give your skin a smooth, transparent radiance like Nature's own charm, use only this—the powder that clings and beautifies.

Ingram's
Velveola Souveraine

Face Powder 50c *At drug stores or by mail postpaid*

Four tints: pink, white, flesh, brunette. Send us 6c in stamps to cover cost of packing and mailing, and get *free* sample of above and Ingram's Rouge in novel purse packets, and also sample of Milkweed Cream, Zodenta Tooth Powder and Perfume.

There is Beauty in Every Jar

FREDERICK F. INGRAM COMPANY
Established 1885
Windsor, Can. 86 Tenth St., Detroit, U.S.A.

Ingram's **Milkweed Cream**
Preserves Good Complexions
Improves Bad Complexions
Price 50c and $1.00 at druggists'.

All your reflections will be beautiful if you use

AZUREA
The de Luxe
FACE POWDER
Made by L.T. PIVER, PARIS, France

Purest—Softest—Finest

Made in Four Delicate Tints **Blanche — Rosée Rachel — Naturelle**

At All Best Dealers

SEND 25c For "Surprise Box" containing charming miniature packages of "Azurea" Face Powder, Sachet and Perfumes.

CHAS. BAEZ, Sole Agent
For U. S. and Canada, Dept. "B"
24 E. 22d St., N.Y. City

Ovida Reducing Brasieres

IMMEDIATE REDUCTIONS
38 Bust Reduces to 36
40 Bust Reduces to 37
42 Bust Reduces to 39
44 Bust Reduces to 41

Constructed of Ovidalastic scientifically contoured to nature's model, the OVIDA is the most successful Figure-Shaping and Health-Making garment ever invented.

AT ALL LEADING STORES
Send for Illustrated Booklet
OVIDA CO., 12 W. 37th St., Dept. 2, New York City

Mother says PYRENE saved my life

I was in my beddie-by, dreaming about a white horsie. I woke up and the room was awful smoky.
"Daddie, the house is on fire," I cried.
Daddie was asleep, but Mother heard me and woke up Daddie and they both ran into my room.
Daddie took me in his arms and Mother got the Pyrene that hung in the bedroom.
Daddie couldn't take me downstairs because the smoke was terrible down there.
But Mother took the Pyrene and began squirting it on the fire and in almost no time at all the fire was out. Pretty soon the fire engines came.
Mother said the Pyrene saved my life.
When I grow up big I am going to have a Pyrene in my house, too.

Write for booklet "The Vital Five Minutes"

A Pyrene put on your automobile *saves 15%* on your car insurance.

There are thousands of Pyrenes used in factories, schools, churches, theatres, etc.

Brass and Nickel-plated Pyrene Fire Extinguishers are included in the lists of Approved Fire Appliances issued by the National Board of Fire Underwriters, and are Inspected, Tested and Approved by, and bear the label of, the Underwriters' Laboratories, Inc.

PYRENE MANUFACTURING COMPANY
52 Vanderbilt Avenue New York City
Branches in 26 Cities
The Pyrene Company, Ltd., 19-21 Great Queen St., London, W. C.

Pyrene TRADE MARK

Fire Extinguishers

Don't You Like My Eyelashes and Eyebrows?
You can have the same
LASHNEEN a hair food, applied once each day, will absolutely produce thick and long eyebrows and eyelashes. Easy to apply—sure in results.
Lashneen is an Oriental formula. One box is all you will need. Not sold at druggists. Mailed on receipt of 25c coin or Canadian money order and 2c stamp.
Lashneen Co., Dept. 13, Philadelphia

Buy Your Own Suitings

by mail and put the profit of the dealer or dressmaker into your own pocket.

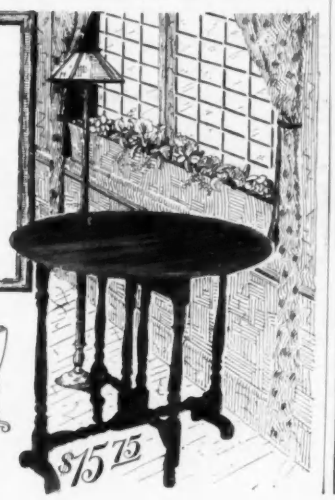
Send For FREE Samples

We have a complete line of suitings in beautiful shades and materials. Drop us a card and we will send you samples of all of them, for your selection. Do it to-day—NOW!

THE OVERLAND MERCHANDISE CO., 432 Fourth Avenue, New York

THE Gate-Leg Tea Table shown below is but one of the rare values offered in the new Hessler catalog for Fall. We will be glad to send catalog upon request.

LOUIS HESSLER
630-632 Columbus Avenue New York
Between 90th and 91st Streets
Telephone Riverside 312



Gate-Leg Tea Table

Finely made of solid mahogany. When open it measures 31 inches by 31 inches, half open, 17½ inches by 31 inches, and when closed 4 inches by 31 inches. Very moderately priced at $15.75.

Closed

Leopard Skin Coat

OWING to our connections in Europe, we can offer the following furs of the season at very reasonable prices.

Russian Sables — Battleship Grey
Silver Fox — Fox
Natural Blue Fox — Red Fox
Cross Fox — Silvered Fox

Venez nous voir

Charvet & Company
HIGH-GRADE FURRIERS
50 West 46th Street, New York

TORTOISE BRAND HAIRPINS

THE unequalled imitation of real shell—as beautiful—*more* durable.

Important

Ask to see these hairpins in the fashionable new color **"DEMI BLONDE."**

25c a Box

All Sizes All Shapes

Modish Apparel
FOR
Maternity Wear

by Lane Bryant

M 7058. *Wide Silk braid girdle drawn through braided slits retains the fashionable semi-princess lines of this dress. Collar and cuffs of daintily embroidered sheer organdie. Pockets on skirt and waist are silver and black embroidered on heavy net foundation; braid bound. Expands automatically as required (no elastic or other fastenings to adjust). Made of finest men's wear serge; navy or black. Sizes up to 44 bust measure.....* **34.75**

Exclusive Fall Models

faithfully portrayed and developed by Lane Bryant to harmonize figure lines through changing proportions. Differ in no outward way from prevailing modes. Scientifically constructed to expand automatically as required without removal of any fastenings.

A wide range of styles and materials, for *every* occasion and to suit every purse.

Street, Afternoon and Evening Dresses

Suits Coats Waists
Skirts Negligees Underwear
Brassieres and Corsets

especially designed by Lane Bryant, originator, patentee, largest manufacturer and retailer of modish maternity apparel.

"Mater Modes"—a comprehensive presentation of modish maternity apparel will be sent, free, out-of-town upon request. "Baby Needs" will also be included. Write Dept. E-18.

Having workrooms on premises our prices are very moderate and we offer unusual advantages, such as duplicating to measure and changing details and trimmings to suit individual ladies.

Lane Bryant
25 West 38th St., New York

The Specialty House of National Reputation

FOR THE HOSTESS

(*Continued from page 57*)

for twenty minutes, while they are basted frequently with melted butter. Then they are served on a hot dish with crisp slices of freshly made toast beneath them. Into the pan in which they were roasted, lemon juice is squeezed and melted butter added, and this dressing is poured over the birds. The garnish is celery tips and crisp cress.

While one hardly connects Holland with things epicurean, and though the menu which follows, that of a dinner given by Count Henri Sturgkh, has no special charm of novelty, nevertheless it is one that any hostess might well emulate if she wishes a dinner eminently correct.

Oysters
Consommé Bagraton
Filets of Sole Joinville
Saddle of Mutton, Nesselrode
Parfait of Strasbourg Foie Gras
Artichoke Bottoms, Barigoule
Roasted Grouse
Compote of Plums
Lettuce Hearts
Mousse Antoinette
Cheese Straws
Coffee

The distinctive touch in this dinner is the artichokes Barigoule, which is the famous Provençal fashion of cooking artichokes. One might substitute roasted partridge in place of the grouse.

SOMETHING NEW UNDER THE MENU

A brand-new dish has made its appearance upon the table of a noted bachelor epicure whose little dinners for *une partie carrée* are quite the most wonderful dinners in all Gotham, and it is particularly apropos now that the game season arrives, and it is also thrifty with its suggestion of a way to utilize bits of cold game. One pound of cold meat from partridge, duck, pheasant, guinea hen, or any sort of game is used; it is freed from gristle and bone and chopped finely with six large button mushrooms, three peeled shallots, and the thin rind of half a lemon to give it the right piquancy. It is seasoned with salt, pepper, marjoram, thyme, and grated nutmeg mixed thoroughly; then three eggs are added and cooked long enough to bind the mixture together. The whole can be cooled into pyramid or cone-shaped form, and then dipped in a light prepared batter. A thoroughly foreign or true Italian style is to put a tablespoonful of old brandy into the frying batter and then fry the whole (after it has thus been dipped) in hot fat or clarified butter. It is then drained on white paper, served on a folded napkin, and garnished with fried parsley.

The same bachelor serves lobster toast to his friends after the opera, with some sparkling Saumur to give it the crowning touch. It is done in the chafing-dish, according to the description that follows.

When a very generous lump of butter has melted, a small minced onion is fried in it until the onion is tender but not brown. The onion is removed, as it is only intended to flavor the butter, and in this butter the diced meat of two lobsters—previously boiled—is fried for two or three minutes. The seasoning may be according to preference, salt, pepper, or paprika, and over the lobster is poured white wine, Haut Sauterne, or some white Spanish wine, or Hochheimer. When the whole has reached the boiling point, it should be served upon slices of crisp toast. The wine is left in the blazer. A few chopped mushrooms are added to the wine; the mixture is allowed to boil up again, after which it is poured over the toast, and served as hot as possible.

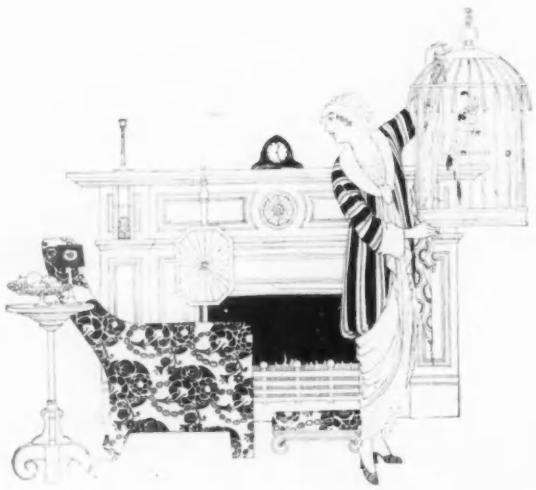
A NOVEL FINALE

A hostess noted for her novel menus served at the end of a simple dinner a short time ago a dish that brought all sorts of encomiums from the guests. It was cold cheese creams, or in another tongue, *crèmes de fromage Parisien*. This is how it was done. One-half pint of double cream was whipped stiff and into it was stirred one ounce each of grated Parmesan and Gruyère cheese and half a gill of aspic jelly just half set, and seasoned with cayenne and a pinch of Krona pepper. Paper soufflé cases were filled with the mixture and then set in the ice-box to chill until they were served with toasted biscuits and coffee. China ramekins may also be used, and the creams are a fitting end to any repast.

Two menus for informal dinners follow.

Caviar Romanoff
Cream of Chicken and Lobsters
Fried Whitebait
Saddle of Lamb, Orange Mint Sauce
Roasted Snipe
Salad Niçoise
Lalla Rookh Punch
Peach Melba
Coffee

Russian Hors D'œuvres
Clear Green Turtle Soup
Stuffed Lobster
Squab Chickens en Cocotte
Creamed Mushrooms
Roast Woodcock
Grapefruit and Cress Salad
Frozen Peaches
Coffee



Smart Apparel
FOR
Stout Figures

by Lane Bryant

S4738. *Odd shaped handsome jet buttons and jet embroidered girdle give chic to this afternoon gown. White faille silk collar; vestee of white Georgette crepe over Oriental lace band. Made of finest quality satin charmeuse in black, navy, dark green, African brown or blackberry. Sizes up to 56 bust measure.* **Special.... 34.50**

Are You Hard To Fit?

If you are hard to fit, Lane Bryant can fit you from a complete stock of

Suits Waists Skirts
Coats Dresses Negligees
Corsets and Underwear

that actually *will fit* women measuring up to *56 bust measure.*

The season's best models cleverly adapted, exclusively by Lane Bryant, to give all types of stout figures slender lines, individuality and poise—from the simplest house gown to the most elaborate evening gown—all bear a distinctive style and individuality that "ordinary" ready-to-wear garments lack.

Having workrooms on the premises our prices are very moderate and we offer unusual advantages such as duplicating to measure and changing details and trimmings.

We will gladly send out-of-town free, the fall edition of "Smart Apparel for Stout Figures"—the largest fashion book of its kind ever issued. Send for it to-day. Write Dept. E-17.

When next in New York, we cordially invite you to visit our establishment—an entire floor in our eight-story building is devoted to apparel for stout figures.

Lane Bryant
25 West 38th St., New York

The Specialty House of National Reputation

Smolin Millinery

ITS wings tilting gracefully slantwise, as a bird balancing itself lightly beneath a passing cloud—the hat itself the storm-cloud's blue. This is a Smolin creation of Velvet Panné bound above with faille ribbon, and trimmed with a ribbon cockade.

"Sold at the better class shops."

Smolin
Five West 37th St.
off Fifth Avenue.
New York

Dr. J. Parker Pray's

No. 1932 Guaranteed under the FOOD and DRUGS ACT June 30, 1906.
ESTABLISHED 1868.

ROSALINE

Cannot be detected, gives the face and nails a delicate rose tint that is truly beautiful. ROSALINE is not affected by perspiration or displaced by bathing. Jars, 25 cents.

DIAMOND NAIL ENAMEL

A powder free from grit, producing an immediate and lasting polish. Its delicate rose tint will not discolor the skin or cuticular fold of the nails. Diamond shape box, 25 and 50 cents.

CREAM VAN OLA

For softening and whitening the skin. Feeds and nourishes the tissues. Preserves a beautiful complexion and restores a faded one. Jars, 25 cents.

ONGOLINE

Bleaches and cleans the nails, removes ink, hosiery and glove stains from the skin; guaranteed harmless. Bottles, 50 cents.

HYGENIA

A refreshing and medicinal face powder for beautifying the skin. It will not clog the pores. Adhesive, spreads smoothly. Flesh and white. 50 cents a box.

GLORA LILY LOTION

An emulsion which softens and whitens the hands and complexion; removes tan and redness; cures rough, dry skin and will not irritate the most sensitive skin; imparts a refreshing sensation with fragrant perfume. 4 oz. bottles, 50 cents.

Sold by Dealers everywhere, or sent direct on receipt of price and 10c extra for postage. Send stamp for illustrated catalogue of prices.

DR. J. PARKER PRAY CO.
Sole Manufacturers and Proprietors
10 and 12 East 23d Street, New York

The Children's Gift Shop — *Home of the* **Sterling Toys**

Sterling Toys for Children

Brightly colored birds, weatherproof animals, basket wagons, frisking fish, spouting whales, persistent parrots, miniature lumber, doll houses, building blocks, sand outfits, and hundreds of other carefully selected toys that delight the heart of a child.

Guaranteed to please or money refunded. Waterproofed and Valsparred. Our Catalogue "V" now ready, sent free on request. Bring the children and visit our most unique display of toy craft.

The Children's Gift Shop

W. S. STERLING, DIRECTOR
7 West 45th Street, New York

CROSS THE ATLANTIC IN ABSOLUTE SAFETY

You cannot possibly be DROWNED—whether mined or torpedoed—if you are wearing The

"GIEVE" LIFE SAVING WAISTCOAT

Day and night in threatened areas instead of an ordinary waistcoat.

From personal evidence of numbers of men and women survivors of the "Lusitania" tragedy—as well as that of the officers rescued from British naval disasters to H. M. S. "Formidable," "Bayano," "Goliath," "Triumph," "Majestic," and others

Hundreds of Lives have been saved solely by the "Gieve" Waistcoat

Deflated—forms an ordinary well fitting waistcoat; comfortable, warm, light. Suitable for day and night wear.

SOME FEATURES

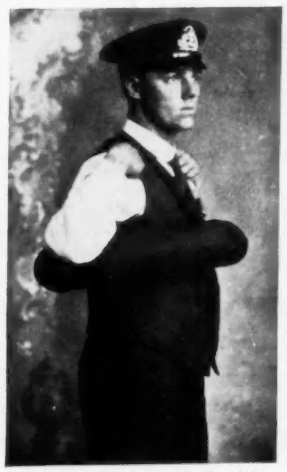
British: therefore reliable. 7000 sold to British Navy. Inflates in half a minute. Keeps head and shoulders well out of the water indefinitely, in any position. Has Brandy Flask fitted conveniently. Will last a lifetime—always useful.

PRICE

$15

NET

Patented in U. S. A., England and Colonies



Inflated—becomes reliable life belt. Buoyant enough for wearer to save himself and assist two others.

The "Gieve" Life Saving Waistcoat can be seen at Wanamaker's branches; also at the VOGUE offices, and can be ordered through all high class outfitters and stores throughout the U. S. A. from the actual makers and patentees.

GIEVE MATTHEWS & SEAGROVE, LTD.
65 SOUTH MOLTON STREET, LONDON, ENGLAND

Modes d'Automne
MAISON MAURICE

A shop,—small enough to retain its distinctive character, large enough to meet your every need in fashionable apparel,—after the manner of the exclusive Parisian shops.

AN INNOVATION

Gowns
Suits
Wraps

made-to-order at ready-to-wear prices.

A comprehensive collection of Imported Models and original creations. Adaptations of these made-to-measure from $65 up. On view September 20th, 21st and 22d.

MAISON MAURICE
Fifth Avenue at 43d Street
NEW YORK

And
That's This

Those Bewitching Tit-Bits Come from Toasted Corn

Again we assure that Corn Puffs are nothing but corn.

They seem like confections, like bonbons. They seem to be sweetened and flavored. But they are tiny pellets of corn hearts toasted and puffed—that's all.

How It's Done

In the heart of a corn kernel a sweet milk becomes hardened. We toast those sweet centers, then puff them—explode them to raindrop size. This is done by Prof. Anderson's process — by shooting the pellets from guns.

They come out airy globules, toasted, flimsy, crisp. They have the flavor of toasted corn, but corn that's super-toasted. In form and texture they are corn-made bubbles.

CORN PUFFS 15¢

"The Witching Food"

These are food confections. Tons of these Corn Puffs are eaten dry, or doused with melted butter.

Yet they are foods, to be served by the bowlful, with sugar and cream or in milk. They are scientific foods, with every food cell exploded. They are all-hour foods because they easily digest.

We urge you again to try them. The first package will be a surprise-box. You can't imagine how good they are.

The Quaker Oats Company
Sole Makers

(995)

A NEW CABINET MEMBER

(*Continued from page 68*)

to stick the hatpins in. At the right of the big hat cupboard is a smaller one in which the hats that are to be kept flat on the shelves may be arranged. Below this cupboard is a stand for parasols.

At the lower right of the wardrobe there is a drawer with padded sachets for veils, and two other drawers below it are for gloves, fans, collars and all the finishing touches for the costume. Above these drawers is a cupboard with hooks upon which to hang the bags—from the sensible shopping bags to the exquisite jeweled or embroidered ones for the opera-glasses.

A small cupboard at the left of the hat cupboard has on its shelves satin-covered forms upon which all such things as the dainty bandeaux and aigret for the evening coiffure are arranged in tempting array. The cabinet is made so as to be practically hermetically sealed when closed, and an expert maid is careful not to put anything away unless all dust has been carefully removed from it.

Under this charming cabinet is a pair of innocent looking doors which when opened reveal the mysterious safe in which are locked her ladyship's jewels and other treasures. So cunningly hidden is this safe that Sir Burglar will be apt to pass it by, or be too taken with the beauty and completeness of the cabinet to realize that he is near the covetedjewels.

Square-meshed black stuff to veil the fashion finds a home of its own in the wardrobe cabinet; there are dots on the ends and flowers and dots elsewhere. Veil from Aiken

A place to hang is provided in the new cabinet for such a bag of blue faille silk with a steel frame and steel bead trimming; Kurzman

WHEREWITHAL *of the* EVENING FROCK

(*Continued from page 80*)

good fabric for evening wear; it has the effect of faille, but is satin instead of silk. These stuffs, as well as the Paquin tinsel cloths, will be used as foundations for the net frocks, and, by the way, nets are apparently to be worn more than ever, instead of less. They make the most delightful of dancing frocks and will play a part in the making of other dresses.

The Worth model sketched at the bottom on page 80, for instance, has a foundation of purple satin with a belt of green tinsel cloth embroidered in silver and gold. Over this foundation hangs a princess frock of net, with seams beaded from the bust-line to the hips, giving a more fitted effect. Notwithstanding this, the net frock hangs away from the figure in a semifitted line, leaving only the girdle really tight. A bit of fur finishes the net skirt. The sleeves are particularly interesting, as they are fanlike affairs of the net which stand away from the top of the arm at a low shoulder-line. Deep purple velvet forms the sash at the side front.

A group of materials smart for afternoon wear is shown at the middle of page 80. Satin-striped failles, similar to that illustrated in the lower part of the middle section of the group, although they were shown in the spring, will be more generally worn this winter. Much newer, however, are the failles brocaded in a satin figure or flower similar to that shown above the satin-striped faille. These are extremely smart and make charming afternoon dresses. Velvet-striped taffeta, similar to that shown at the left in the group, also makes smart afternoon frocks. Velvet in a small check is shown at the right in the group. This comes in all the good dark shades with a small black stripe, and is equally suitable for either frocks or formal suits.

The use of paillettes is again noticeable. An effective net, pictured at the lower right on page 80, comes in a graduated band effect of round and oblong spangles. A circular flounce which could be used effectively in a black net gown shows graduated crosswise bands of black beads on black net with black pailletted sections in pointed effect set in at intervals. Although rather startling in the picture seen at the lower left on page 80, this is very attractive for an all-black dress.

Two-color effects in pailletted bands, although they have been shown before, are particularly lovely this season. The photograph above the circular flounce on page 80, shows an excellent scroll design in black and blue paillettes. Even the nets are showing this effect. One smart example in white net with a simple design in pastel shades strengthened in the middle with a bit of strong color is shown at the right of the figure. Another design in this same work is shown at the right of that. The paillettes in the latter instance are of soft pink and blue on a delicate net ground.

Laces will not play so very important a part in the mode this season. A novelty, however, among the new laces, which is extremely pretty, has its pattern emphasized by white beads on white lace, or black beads on black lace. This is distinctly new and would be most attractive for certain sorts of frocks. It is illustrated at the left of the figure.

Club Cocktails

Offered by all good hostesses — whenever the occasion demands a cocktail of surpassing richness and flavor.

So simple to serve — merely strain through ice. No mixing; no fussing with different ingredients.

CLUB COCKTAILS are mixed by experts and then are aged in the wood, to secure the true perfection of the blend.

All Varieties at Your Dealers

G. F. HEUBLEIN & BRO.
Hartford New York London
Importers of the famous Brand's A-1 Sauce

A split of *White Rock* and a dash of lemon
a thirst quencher
Mildly Alkaline

COFFEE
MRS. MACDOUGALL'S
Mansion Blend
30c Importer's Price 30c
NOT SOLD AT GROCERS
Extra Strength Delicious Flavor
40 Cups in a Pound
Alice Foote MacDougall
138 Front St., New York. Tel. John 1483

SILKS Taffetas, Poplins, Satins Retail at Wholesale Prices
Crepes, now most fashionable, 87c. a yd.
Send for FREE Samples.
International Silk Co., 89 Madison Ave. New York City

Resinol Soap

certainly has cleared my skin

If you want a clear, fresh, glowing complexion, use Resinol Soap at least once a day. Work a warm, creamy lather of it well into the pores, then rinse the face with plenty of cold water.

It does not take many days of such regular care with Resinol Soap to show an improvement, because the Resinol medication *soothes* and *refreshes* the skin, while the pure soap, free from alkali, is *cleansing* it. The same treatment does wonders for the hands, arms and neck.

When the skin is in a very neglected condition, with pimples, blackheads, redness or roughness, spread on just a little Resinol Ointment for ten or fifteen minutes before using Resinol Soap.

Resinol Soap is not artificially colored, its rich brown being entirely due to the Resinol medication it contains. Sold by all druggists and dealers in toilet goods.

For a guestroom size trial cake, write to Dept. 9-D, Resinol, Baltimore, Md.

The week-end.

Social life is interwoven with an invisible but intricate web of correspondence—the visible and outward exponent of which is

Crane's Linen Lawn

[THE CORRECT WRITING PAPER]

EATON, CRANE & PIKE CO.

New York Pittsfield, Mass.

Send For YOUR Cutex Box

THIS dainty Cutex set contains every requisite of perfect manicuring. It is a delight when traveling—a wonderful convenience at home. Cutex smooths away rough, ragged cuticle without cutting. Cutex Nail Cake gives a brilliant, lasting polish and does not break or crumble. Cutex Nail White cleans and whitens the nail tips.

In addition to a full size carton of each of these famous preparations, the Cutex box contains a nail file, buffer and a supply of orange sticks.

SPECIAL OFFER. Until the present supply is exhausted, we will send this Cutex box complete, prepaid, upon receipt of **$1.00.** If bought separately the contents alone would cost you over $1.50. The box is an ornament to any boudoir. Send for yours today, before the supply is exhausted.

Northam Warren Corporation, 9 West Broadway, New York

Thisall-linen,hand-made Smock, with elaborate hand smocking on front, back and sleeves, in white, rose, blue, green, amber, pongee. Price delivered.. **$7.50**

What Could Be More Enchanting Than a "SMOCK"

The sudden popularity of the Smock has been amazing.

They have swept through girls' schools and colleges—possess simplicity plus refinement.

While at study or on a jaunt, in the class-room, field or home, the Smock gives greater comfort, freedom of action and dressiness than any other garment. Girls of all ages look smart in them.

Wouldn't you like an all-linen one, with hand smocking, in blue or green or amber, with bright contrasting smocking?

Special smocks made from crepe-de-chine or other materials, with special hand smocking. Prices and information furnished on request.

Satisfaction guaranteed or money refunded

THE SMOCK SHOP
Holyoke, Mass.

WHILE YOU SLEEP

B & P Wrinkle Eradicators *or* Frowners

smooth out the wrinkles and crow's feet that mar your beauty. They are absolutely harmless—simple and easy to use—a toilet necessity. Made in two styles. *Frowners* for between the eyes. *Eradicators* for lines in the face.

Either kind sold in 25c., 50c., and $1.00 boxes, including a booklet "Dressing Table Hints" at drug and department stores everywhere. If your dealer is out, sent direct, postpaid, on receipt of price.

B. & P. Co. (Two Women)
1790 E. 68th Street, Cleveland, Ohio

"Right"

Maternity and Surgical Belt

This garment is a boon to women because of the relief and comfort it offers. It will allow any woman to dispense with her corset while recuperating from fatigue or while resting at home, giving absolute relaxation without endangering health.

It is also a most effective Maternity and Surgical Belt. It is light, strong and less expensive than other supports.

Price, $5.00

When ordering give hip measure taken 8 inches below waistline. If not satisfactory your money will be refunded.

Wright Formette Co. 140 West 17th St. New York

TRY THIS DELICIOUS RECIPE FOR BROWNED FISH HASH—Mix 1 cup cold cooked fish with 1 cup chopped cold potatoes. Season with salt and pepper and 1 teaspoon **LEA & PERRINS' SAUCE.** Melt 2 tablespoons butter, put in fish mixture, stir till heated, then cook without stirring until browned; fold and turn like an omelet. Serve hot.

Kitchen Recipe Hanger sent free upon request by Post Card.

LEA & PERRINS, 225 WEST ST., NEW YORK

Lea & Perrins SAUCE

A. P. BRASSIERE DIRECTOIRE

(Reg. U. S. Pat. Off.)

"The Brassiere with a Reputation"

The desire of discriminating women everywhere is met with the "A. P. Brassiere Directoire" in its three most essential qualities—

FIT—STYLE VALUE

Our Style Number 767 as shown above is a beautiful lace and muslin brassiere, and retails in all department stores at $1.50 each. We have many other attractive styles, ranging in price from 50cts. up. Write for illustrated booklet.

G. M. POIX, Inc.

"Brassiere Specialists"

Main Office and Factory

50, 52, 54 Columbia Heights

200 FIFTH AVE., N. Y. BROOKLYN, N. Y.

GAUMER

Lighting Fixtures That Give Something More Than Light

"Gaumer lighting everywhere follows the evening glow."

NOW is the time to change your old fixtures to modern designs. Be careful in your selection—choose

Look for this Tag on every indoor Fixture

GAUMER

Guaranteed

Lighting Fixtures

famous for their honest construction and beautiful, permanent finish.

Examine Gaumer Fixtures side by side with ordinary fixtures—feel how much heavier, how much more substantially built. Moderate in price—the Gaumer Guarantee Tag fully protects you. Look for it at your dealer's.

Write us for advice and suitable designs, giving your house-or-room plans. Address Dept. H.

BIDDLE-GAUMER CO.

3846-56 Lancaster Ave., Phila., Pa.

LIGHTING FIXTURES

Don't Forget

TO NOTIFY VOGUE

OF YOUR

Change of Address

Don't take any chances on missing any of the Autumn numbers of Vogue through failure on your part to notify us of a change of address.

Increasing Demand

The demand for Vogue is steadily increasing and we find it more and more difficult to supply extra copies of back numbers. Unlike letters, magazines are not forwarded by the post office. Therefore, to make sure of not missing a number of Vogue you should give at least three weeks' notice of any contemplated change of address.

A Postal

Simply drop us a postal giving both old and new addresses and we shall be responsible for the deliveries.

RENEWALS

This caution applies also to subscribers who fail to renew promptly. The only way to be absolutely sure of securing every copy of Vogue is to keep your name continuously upon the subscription list; or to have a definite standing order with your newsdealer to supply you.

VOGUE

443 Fourth Avenue New York

Are You as Old as You Look?

"Why is not the skin of your face as fair and firm as that of your body? If you look older than you are, it is because you are not doing what you should to help nature. My exercises in

Physical Culture for the Face

do for the face what my exercises for the body have done for the health and figures of 75,000 women. Results are *quick* and *marvelous*. In six or ten minutes a day you can do more with these exercises at home than massage will accomplish in an hour a day in a beauty parlor."—**Susanna Cocroft.**

Miss Cocroft, after years of experience, has prepared the instructions for this course, including also the care of the **Hair, Eyes, Hands and Feet.**

Wrinkles Flabby, Thin Neck Double Chins Sallow, Freckled Skin Crow's Feet Dandruff Tired Eyes Pimples Thin, Oily Hair Pouches Under Eyes Sagging Facial Muscles Tender, Inflamed Feet

and many other blemishes are relieved and overcome. The expression is invigorated, the skin cleared, the hair made glossy, more abundant, the eyes stronger and brighter, the feet comfortable, hands smooth. Our pupils look **10 Years younger** after our course. Write for **FREE** booklet today.

Grace-Mildred Culture Course

624 S. Michigan Ave., Dept. 1, CHICAGO

Keep Sweet with EverSweet

TRADE MARK REG. U.S. PAT. OFF.

You need never be embarrassed by odors from perspiration or any other cause. Dance, row, ride—play tennis—golf—exercise—without the slightest fear of annoying body odors. Just a touch of *Eversweet*—the dainty, white, odorless antiseptic cerate—under the arms, on the feet—anywhere—instantly prevents all odor. Delights all who take pride in maintaining absolute personal cleanliness. At department or drug stores, 25 & 50c; or by mail on receipt of price.

FREE Sample enough to demonstrate, sent for the asking. Address

EVERSWEET CO.
101 Beekman St., New York

HOTEL BILTMORE

NEW YORK

The center of Business and Social Life of the Metropolis

1000 OUTSIDE ROOMS

JOHN McE. BOWMAN
PRESIDENT

Preserves, beautifies and purifies the skin and complexion. The favorite for over 66 years.

Gouraud's Oriental Cream

Gives a clear, soft, pearly white appearance.

Greaseless and will not grow hair.

At Druggists and Department Stores

FERD. T. HOPKINS & SON
37 Great Jones Street
NEW YORK CITY
19 St. Bride Street
LONDON E. C.

Salt Mackerel

CODFISH, FRESH LOBSTER

FAMILIES who are fond of **FISH** can be supplied **DIRECT** from **GLOUCESTER, MASS.**, by the **FRANK E. DAVIS COMPANY**, with newly caught **KEEPABLE OCEAN FISH** choicer than any inland dealer could possibly furnish.

We sell **ONLY TO THE CONSUMER DIRECT** sending by **EXPRESS RIGHT TO YOUR HOME.** We **PREPAY** express on all orders east of Kansas. Our fish are pure, appetizing and economical and we want **YOU** to try some, payment subject to your approval.

SALT MACKEREL, fat, meaty, juicy fish are delicious for breakfast. They are freshly packed in brine and will not spoil on your hands.

CODFISH, as we salt it, is white, boneless and ready for instant use. It makes a substantial meal, a fine change from meat, at a much lower cost.

FRESH LOBSTER is the best thing known for salads. Right fresh from the water, our lobsters are simply boiled and packed in **PARCHMENT-LINED CANS.** They come to you as the purest and safest lobsters you can buy and the meat is as crisp and natural as if you took it from the shell yourself

FRIED CLAMS is a relishable, hearty dish, that your whole family will enjoy. No other flavor is just like that of clams, whether fried or in a chowder.

FRESH MACKEREL, perfect for frying, **SHRIMP** to cream on toast, **CRABMEAT** for Newburg or deviled, **SALMON** ready to serve, **SARDINES** of all kinds, **TUNNY** for salad, **SANDWICH FILLINGS** and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send **BOOK OF RECIPES** for preparing all our products. *Write for it.*

Our list tells how each kind of fish is put up, with the delivered price, so you can choose just what you will enjoy most. Send the coupon for it now.

Let Gloucester be your Fish Market and Davis be your Fishman.

FRANK E. DAVIS CO., 21 Central Wharf, Gloucester, Mass.
Please send me your latest Fish Price List.
Name.....
Street.....
City.....
State.....

At Both Sides of Sleep-Time

These Flaky Bubbles—Puffed Grains

Night and morning, in a million homes, these dainties wait the children.

Puffed Wheat and Puffed Rice—cereal bonbons.

In the morning as they like them—with cream and sugar or mixed with any fruit. In the evening, floating in bowls of milk.

Between times they are used in candy making. They are eaten dry like peanuts. The Puffed Grain package is about the most popular thing in the house.

To You Who Miss Them

We are not dealing here with ordinary foods. Puffed Wheat and Puffed Rice are unique.

Never before were grains steam-exploded. Never before, by any process, were all food cells broken.

These are whole grains toasted in a fearful heat. Then shot from guns, and puffed by explosion to eight times normal size. A hundred million steam explosions occur in every kernel.

One result is airy bubbles—crisp, flaky, melting morsels with exquisite almond flavor.

But the main result is whole-grain foods with every atom fitted for digestion.

Puffed Wheat, 12c
Puffed Rice, 15c
Except in Extreme West

CORN PUFFS 15¢

These are the invention of Prof. A. P. Anderson. They are endorsed by all authorities on food.

But their vast popularity is due to form and flavor.

One Puffed Grain tastes like a confection. It will seem too good to be eaten by bowls-full. Yet that's the way folks eat them.

Tell your grocer to send you a package of the one you haven't tried.

The Quaker Oats Company
Sole Makers

(1005)

In Milady's Dressing Room
Enjoy supreme lighting luxury with a

VANITIE

Portable Electric Lamp

It serves every lighting purpose. Particularly adaptable for use in the dressing-room.

Fixed in a moment to the dressing-table, mirror, wardrobe, or shelf—and instantly adjusted to ensure a clear unobstructed light free from glare.

Its light weight, simple design and practical construction make it delightfully easy to handle. Its moderate price, five dollars, repays itself a hundred-fold in added comfort and convenience.

See a VANITIE today! At all good stores. Look carefully for the trade-marked name on base.

Write for your copy of
"ILLUMINATING NOTES"
and learn just what the VANITIE will do for **You.**

ALADDIN LAMP CORPORATION
Suite 1845 52 Vanderbilt Ave., New York
Dealers— send today for attractive proposition

STYLE AND SERVICE
COMMITTEE DECREED:

"Satin Slippers for Evening Wear are obsolete."

Accepted standard: "F. B. & C." Various "Colored Kid" harmonizing with Gown.

"Smarter and Easier on feet."

"Give unlimited Service."

FASHION PUBLICITY CO.
P. O. Box 1751 New York

POMPEIAN OLIVE OIL
ALWAYS FRESH
PURE-SWEET-WHOLESOME

Vogue Will Do Your Shopping

No matter whether you are near or far from Fifth Avenue, you may have your choice of all the best things from the metropolitan shops. Vogue maintains a staff of trained buyers whose duty in addition to buying your order, is to keep careful watch for new offerings by the exclusive New York shops. This information is yours for the asking and there is no fee in connection with the service.

These simple rules aid efficiency and insures shopping accuracy

1. What Vogue will buy. Vogue will buy for you any article editorially mentioned or advertised in Vogue; also any other that can be had in New York. When ordering anything Vogue has published, please give date of issue and number of page.

2. How to order through Vogue. Enclose check to cover the cost of the articles you want. If you don't know exact cost, send approximate amount and the balance, if any remains, will be refunded. Should the remittance be insufficient, Vogue will notify you; articles cannot be sent till the full amount has been received.

3. Articles sent on approval. Only by special advance arrangement can articles be sent on approval. If returned, your remittance will be refunded, but express charges both ways are at your expense. When such arrangement has been made, and you find it necessary to return articles, please send them to Vogue and *not* to the shop.

4. How articles are delivered. Unless otherwise requested, articles are sent express collect. Charges will be prepaid if so instructed; but orders can not be sent C. O. D. When ordering small, light articles include postage so that they may be mailed.

5. No Charge Accounts. Vogue makes no charge for its services; to avoid bookkeeping, Vogue can not open charge accounts with any patrons. Nor can Vogue undertake to charge articles to your own account in the shop from which you are purchasing. All orders should be accompanied by the appropriate remittance.

6. When ordering Garment, etc. When ordering garments, be sure to state size; and to give your preferences as to style, color and material. Please name your second choice when possible. Write your name and address very legibly. A stamped envelope should be enclosed when reply is desired.

Subscribers are always invited to let the Shopping Service buy the material for patterns they have bought. Every moment of available time is now spent in filling orders, and therefore Vogue cannot undertake to send samples. This offer to let Vogue do your shopping is a standing invitation, open to every reader of Vogue, no matter where she lives, nor how many or how few articles she desires to have bought in this manner.

"Vogue is a most wonderful help. I have come to feel that I cannot get along without it."—*From Austin, Texas.*

"I want to extend my gratitude for the prompt service of Vogue Shopping Service. I find ill people can shop with as much ease as the strong. Vogue is wonderful."—*From Albany, N. Y.*

"Everything you do is wonderfully satisfactory."—*From Lexington, Ky.*

"The materials that you bought for me, with the Vogue pattern, arrived yesterday and I hasten to tell you of my delight in them. They are entirely satisfactory. I hardly dared to expect such prompt attention. The Shopping Service is a God-send to us way out in the wilds."—*From Fort Huachuca, Ariz.*

"I wish to thank you for the highly satisfactory manner in which you filled the order sent you two weeks ago. The things were all very pretty and just what I wanted."—*From New Orleans, La.*

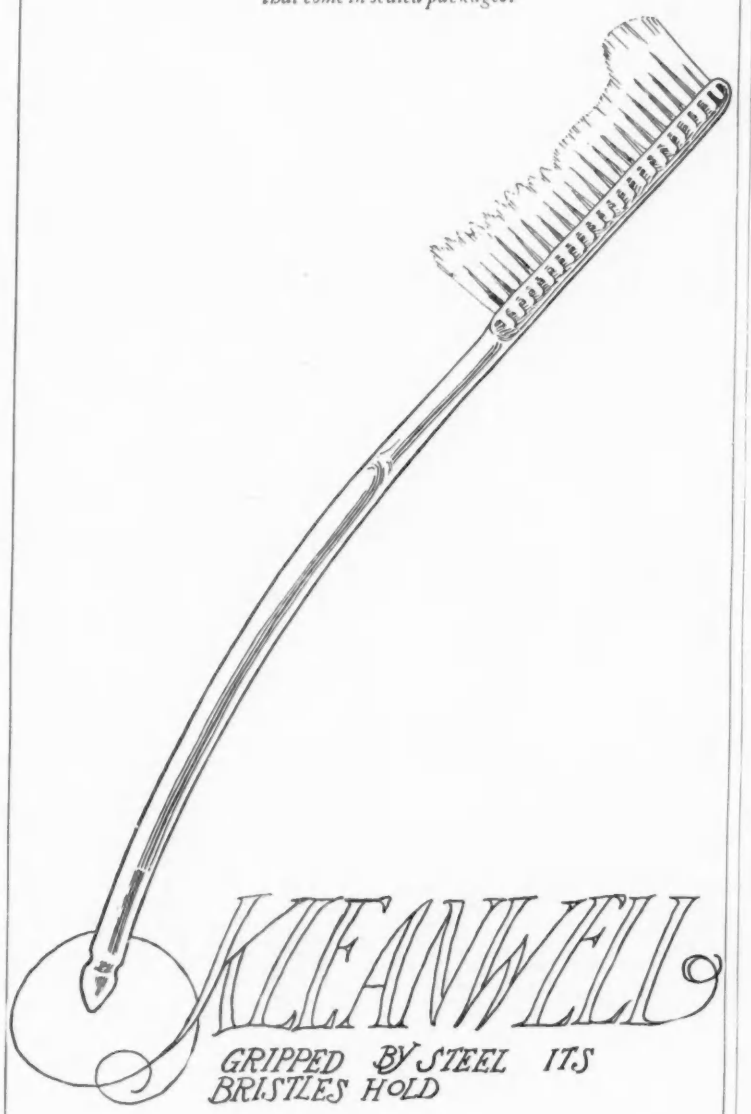
"The china combination set I ordered through you arrived satisfactorily and I want to tell you how pleased I am with it and more still with the prompt courteous service of your shopping bureau. My only regret is that I haven't made use of your service at Christmas and on other gift occasions."—*From Philadelphia, Pa.*

"Both hat and veil are just what I should have chosen myself, which is but saying, of course, that I am perfectly satisfied with them."—*From Weatherford, Texas.*

KLEANWELL BRISTLE-TRAP

ITS gleaming handle, its delicate shape all say toothbrush - breeding. Its tiny steel traps which grip the base of every bristle bunch say "Long, steady, pleasant wear." Gripped by steel its bristles hold!

Kleanwell toothbrushes are "thumbs off" brushes that come in sealed packages.



All-year Touring Car, $1185

Hupmobile

In One Car, the Use and Comfort of Two

Last year the Hupp Motor Car Company popularized the idea of two-cars-in-one, with the removable winter top built by the factory producing the car.

And many families which care to own but one car were thus afforded, by the Hupmobile, continuous winter use of their cars, with the comforts of a permanent sedan or limousine.

The same advantages are available with the 1916 Hupmobile, at less cost and with a top of much improved design and construction.

The new detachable top is made of metal, one-piece, close-fitting, and in perfect harmony with the beautiful lines of the car.

Its effect is the same as that of a much more expensive sedan; it provides all the winter protection of a costly limousine and a great deal of its luxury.

If so desired, the top can be kept on the car permanently; for the sides are removable, and quick-acting storm curtains are provided for summer use.

The new top is most substantially built, and so solidly attached to the regular body of the car that rattles and squeaks are entirely eliminated, or the regulation folding top can be had at slight extra cost.

In spite of its strength and durability, it is so light that it adds nothing whatever to the operating cost of the car and in no way shortens the life of the tires.

Families which heretofore have been denied the use of their open cars in winter will particularly appreciate the advantages of the Hupmobile winter top and its very moderate cost.

Inasmuch as these tops are built practically on order, and a large stock is not available, it would be well to see the Hupmobile dealer at once.

A request will bring you by mail the special booklet which fully describes the Hupmobile line of enclosed cars.

HUPP MOTOR CAR COMPANY

1261 Milwaukee Ave., Detroit, Mich.

Five-passenger Touring Car, $1085
Roadster, $1085
Sedan, $1365
All-Year Touring Car, $1185
Seven-passenger Touring Car, $1225
All-Year Coupe, $1165
Limousine, $2365

Prices f.o.b. Detroit

Ambre Royal
The Powder of Royalty
Paris *France*

$1.75 the Box *Six delicate Tints*

Send 25¢ for Acquaintance Box

No. 51 COLD CREAM SOAP (Solidified) 50¢

Finest Toilet Soap in the World.

A few VE-O-LAY Specialities

AIDS TO BEAUTY

CREME MEALYS 25-60¢ & $1.00
NACREINE NAIL POLISH 50¢
LIP STICKS 25-75¢
MEALYS POWDER 50¢
TALC (ITALIAN) 50¢
AMBRE ROYAL CREAM $1.00

New Perfumes:
PRELIA $6.00
NIOBE $12.50
ORYANE $1.50

Violet (PRONOUNCED *VE-O-LAY*)
Importing Offices:
71 West 35th St., N.Y.

THE woman who enjoys the consciousness that she always presents an exquisitely finished appearance, counts the care of the hair as pre-eminently important.

Suprema Liquid Shampoo gives the lustre and gloss, so essential to hair beauty. By thoroughly cleansing hair and scalp — it helps promote hair health. Suprema Liquid Shampoo gives the big, bubbly, lasting foam. It is preferred by ultra-fastidious men and women.

Suprema Liquid Shampoo

The Violet Bowl marks all Suprema Toilet Requisites.

Suprema Cold Cream
Suprema Massage Cream
Suprema Nail Cleanser
Suprema Liquid Shampoo
Suprema Violet Soap
Suprema Face Powder

YOUR druggist will supply you, or on receipt of 50 cents, a full-sized bottle will be sent postpaid.

STEARNS
Perfumer
Detroit Mich.

RUTH VARS—"The Fifth Wheel"

A New Novel

by the author of the "BOBBIE STORIES"

OLIVE HIGGINS PROUTY

THE FIFTH WHEEL

THE heroine of this new romance of society introduces herself:

"I am the kind of a girl who goes away to a fashionable boarding school when she is sixteen,

"—has an elaborate coming-out party two years later, and

"—then proves she is a success or failure by the number of invitations she receives, the frequency with which her dances are cut into at balls, and

"—by the kind of a marriage she makes."

Breckenridge Sewall is the big catch. He is a fast, elusive, rich youth whose mother is a powerful society leader. How Ruth lures him into proposing is a revelation of the man-hunting methods as taught by American society.

Then comes Ruth's revolt against being a fifth wheel and her dramatic experiences in the world of loving and of working.

Illustrated by James Montgomery Flagg.

Mrs. Prouty's first novel begins in

The October

AMERICAN MAGAZINE

HAIDEE
CIGARETTES PARFUMEES

"And all Arabia breathes from yonder box"
Pope—The Rape of the Lock. Canto I. L. 134

HAIDEES are a breath of Oriental luxury

HAIDEES satisfy the most intimate CIGARETTE DESIRE

25c for 10
in
"THE VANITY CIGARETTE BOX WITH THE MIRROR"
At your dealer's, or send money to
CHALKIADI & CO., INC.
503 Fifth Ave., New York City

Your Age

depends to a great extent on your complexion.

Rose Faucheur

gives a soft delightful glow of youth to your complexion immediately—no long tiresome treatment. It has a delicate fragrance, harmonizes with the skin and defies detection.

$1 the bottle (8 oz.)

On sale at MME. FRIED'S
13 West 34th Street, or write to

Faucheur, Inc., Hawthorne, New York

BEFORE THE STORK ARRIVES
Buy BABY this Useful, Economical
KIDDIE - KOOP
a new combination
Crib, Play-Pen,
Bassinet (with springs raised)
The safe, hygienic place
For Baby Indoors and Outdoors. White enamel wood—silvered screens—sanitary mattress and springs. Wheels about easily on rubber tires. Folds instantly to carry anywhere. If you would have all the advantages of many articles at the price of a good crib alone, buy a KIDDIE-KOOP early. Write for FREE folder and 10-day Trial Offer.

E. M. TRIMBLE MFG. CO., 14 Carthage Road, Rochester, N.Y.
Made in Canada by Lea Trimble Mfg. Co., 320 Dominion Bank Bldg., Toronto
**Starred Approval of Good Housekeeping Institute*

Select Country Places and Superb Waterfronts
At Greenwich, Conn.
Tel. 866 Greenwich Smith Building

HOW THE NEW

Smart Set

appears to Harry Leon Wilson, author of "Bunker Bean," "The Spenders," "Ruggles of Red Gap" and other successful novels, and part author (with Booth Tarkington) of "The Man from Home."

This is what Mr. Wilson wrote in the New York SUN of April 17:

"I take a dozen monthly magazines — rather desperately, because I live in the country — the first dozen you would name, some cheap, some costly, and all, with one new and impudent exception, quite uniformly bad in their fiction. . . ."

And what is "the new and impudent exception"?

Mr. Wilson says it is THE NEW SMART SET.

And when it comes to fiction MR. WILSON KNOWS!

The NEW SMART SET is really new — in ownership, in tone, in cover, in contents. It is a civilized magazine for civilized readers. It costs a quarter, and it is worth every cent of it.

25c a copy *$3 a year*

Arthur Ruhl has shown Collier readers Antwerp Beseiged, Paris at War, Berlin's Great Days, and the War of the Trenches in Northern France.

In his vivid word pictures of life with the Turkish Army at Gallipoli, his scene has more color, the sun more heat—but it is still a very human story, the narrative of the Turks and how doggedly they have defended the Dardanelles.

Arthur Ruhl's articles appear exclusively in

Collier's *5¢ a copy*

THE NATIONAL WEEKLY

416 West 13th Street, New York City

La Grace

A Face Powder of Peculiar Charm

FROM the dwelling places of the flowers comes its wonderful fragrance. From the fragile palaces of Fairyland comes its incomparable softness. And its fragrance and its softness are—*for you.*

La Grace is made in France in three shades and white and comes to you in a beautiful fawn-colored box. Fifty cents at the better toilet goods departments. (Also Rouge at 40c.)

Send ten cents to Riker & Hegeman Co., 140 West Fourth St., New York, for beautiful little sample package of La Grace.

Mordaunt PARIS

Better your health. *Remove* unbecoming surplus *flesh*

WITHOUT discomfort — dieting, or weakening salt baths, you can comfortably remove accumulated fat from any part of your body—or your entire body. Merely use the method that athletes have used for years by perspiring freely thru wearing

Dr. Jeanne Walter's
Famous Medicated Rubber Garments
For Men and Women

for a few hours each day or wear them at night and reduce while you sleep.

The illustration at the top of this announcement shows the only real reducing Brassiere. It is made of our pure medicated Para rubber and fine Coutil trimmed with dainty lace, and covers not alone the bust, but the usual fatty accumulations below the bust.

Send us your bust measurement and we will gladly forward your size parcel post paid on receipt of price $6.00.

We make to your measure many other reducing garments which are also splendid for rheumatism.

Write for full particulars or let us know where you would like to reduce, in confidence, and we will gladly advise you.

Dr. Jeanne B. Walter
Inventor and Patentee
45 West 34th Street **New York**
Philadelphia Representative:
Mrs. Mary Kammerer, 1029 Walnut St.

Let this man stand guard over your food supply—

and safeguard your health and protect your home against all forms of adulterated, low grade and harmful foods and beverages. This man—Prof. Lewis B. Allyn (Food Editor of The McClure Publications) has made Westfield, Mass., famous as "The Pure Food Town" and his exacting food standards can likewise make your home "A Pure Food Home."

LOOK carefully over the supply of foods on your pantry shelves and the beverages in your ice chest, and you are almost sure to find some of them labeled (as the law requires) with one or more of the powerful chemicals that are still "the helpful standby" of a few unscrupulous, unprogressive food manufacturers.

The flabby Federal Food Laws—as "softly enforced" as public opinion will allow—give you or your family but slight protection against—

Catsups, jams, jellies and beverages treated with the king of food embalmers—Benzoate of Soda.

Baking powders, pickles and relishes, containing an admitted dose of that powerful astringent—Alum.

Cheap candies, jams, jellies and jelly powders, soft drinks, color pastes, bright of hue—marked "Artifically Colored" and containing for your child their deadly dose of Coal Tar Dye.

Dried fruits, raisins, molasses, canned mushrooms, lime juice, cheap syrups, bleached with the same sulphur fumes you use for home fumigating, chemically known as Sulphurous Acid.

Flavoring extracts made from Coumarin and Vanillin, cheap and rank substitutes for pure vanilla, or from Citral Oil substituted for pure lemon oil.

Soft drinks flavored with Saccharin, a cheap and dangerous substitute for sugar—a pound taking the place of five hundred pounds of real sugar.

How many of these chemicals find place in the list of foods used in your home to-day? How much longer will you keep on guessing about your food supply?

The Westfield Pure Food Book, compiled by Prof. Lewis B. Allyn especially for the Westfield Board of Health, will help you avoid these dangerous chemical concoctions, by giving you the names of products that have been analyzed and certified as safe, pure and wholesome.

By special arrangement with the Westfield Authorities we offer you this book at its cost to us, because of our interest in Prof. Allyn and his work.

It contains 72 pages and is bound in stiff covers, size 9¼ x 5¼. It gives you food advice and the food values of various foods as well.

Fill out the attached coupon and mail it to-day with 25c in stamps or silver. The use of this book will keep impure foods out of your home. Your grocer can furnish you many, if not all, of the certified brands under any classification. There are several thousand to choose from.

Send for it to-day. Stop taking chances.

Pure Food Dept., McClure Publications
251 Fourth Avenue, New York

VGE

Pure
Food Dept.
McClure
Publications
251 Fourth Avenue
New York City

Enclosed find 25c, for which please send a copy of The Westfield Pure Food Book to

Name _____

Street _____

P. O. _____

State _____

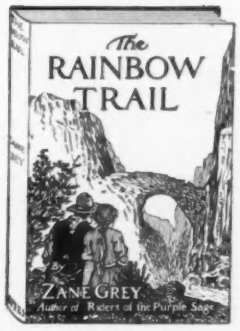
My grocer is _____

Address _____

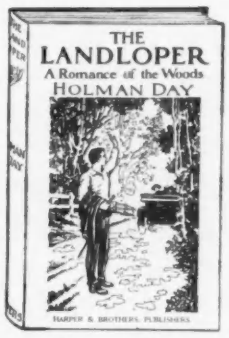
Extraordinary Fiction

"A section of American life. The satire, while keen, is free from malice, while the appreciation of the big, generous American traits is warmer than in any novel for years. A great novel, full of food for thought."—*San Francisco Chronicle.*
Cloth, $1.35 net; Leather, $1.50 net

Canada is the scene of Gilbert Parker's new story which he himself characterizes as "perhaps the best and surely the most pleasing of all my novels." It is a fascinating story of modern life, with a background of old French customs.
Cloth, $1.35 net; Leather, $1.50 net

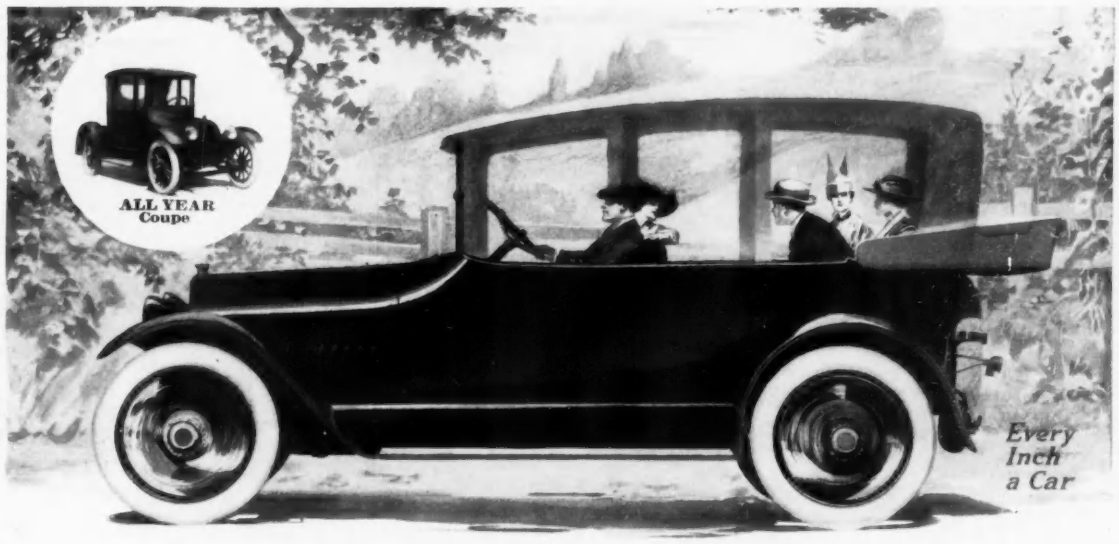


Hitting the trail and taking the reader along with him, through the country of adventurous romance, is the best thing Zane Grey does. And he's done it again most emphatically in this novel set in the rainbow-colored canyons of Arizona and Colorado. *$1.35 net*



Humor, sentiment, and adventure tread upon each other's heels in this new novel of Holman Day's. It is the romance of the highroad that abounds in those quaint, humorous types, such as Mr. Day so successfully creates. *$1.35 net*

HARPER & BROTHERS



A greater car, plus the All-Year feature

The motor-wise have always known the KisselKar as a superior *manufactured* car—as a car with the enduring things built in—as a car of beauty, ability and personality.

This year, more than ever before, there is ample evidence that KisselKar quality standards have been fully maintained, with many refinements added—the new models are unquestionably the best Kissel Karsever built.

KISSELKAR *The* ALL-YEAR *Car*

Looming in the background is the perfected ALL-YEAR Car—an original feature that gives to KisselKars an exclusive attraction and utility—a touring car in summer, a closed car in winter—and supplying for the first time one body for year-round service.

The ALL-YEAR Car offers the identical service of two interchangeable bodies with a considerable saving in both initial cost and making the changes for summer or winter.

With the top attached the ALL-YEAR Car transforms a touring car into a luxurious closed coach, with all the comforts of the Limousine—beautiful Rothschild lines—masterly workmanship. *Sedan or Coupe Top* for touring bodies and roadsters, respectively.

Investigate the new KisselKars with their exclusive ALL-YEAR features—it will be well worth your time. $1050 to $2000. Catalogue on request.

Kissel Motor Car Co., 412 Kissel Ave., Hartford, Wis. New York, Chicago, Boston, St. Louis, Cleveland, Milwaukee, Minneapolis, St. Paul, Buffalo, Pittsburgh, Cincinnati, Columbus, Toledo, San Francisco, Los Angeles, New Orleans, Dallas, Omaha, Nashville, Rochester, Troy, Dayton, New Haven, Hartford, Conn., Providence, Marshalltown, Cedar Rapids, Montreal, Calgary, Victoria and hundreds of other leading cities in the United States and Canada.

PAINTED FURNITURE

INEXPENSIVE AND CHARMING
Decorated in any Color Scheme

"Danersk" Decorative Furniture is a delight to live with—it gives color and "life" to informal rooms of city apartments, studios and every room of country houses.

Singlepieces or complete sets for any room.

Manufacturer to User

Write for Booklet "B"

Erskine-Danforth Corporation
2 West 47th St.
New York

Triple Mirror Dressing Table (X18)
Top 40 in. long; 22 in. wide; 29 in. high

If You've Never Tried It, You've Got Something GOOD Coming to You

WHITE HOUSE COFFEE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

It Is "YOUR Move"—Your Grocer Has It or Can Obtain It

"I have come to arrest the Man you love"

SUPPOSE W. J. Burns, the great detective, were to appear unexpectedly at your door and say, "I have come to arrest the man you love." What would you do?

Would you yield to the instinct that moves us all to shield the men we love? Would you play for time in which to let your man escape?

Or would you say, "If he has done wrong I want to help him to right the wrong. I will go and tell him you have come."

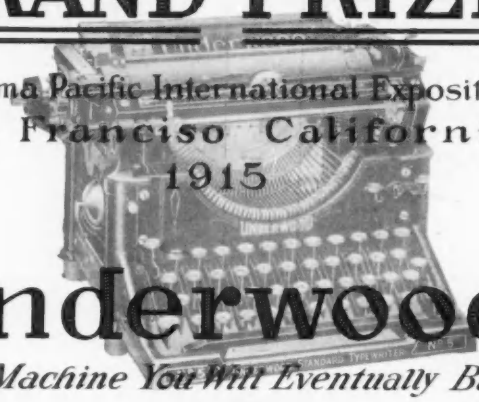
Another woman faced that very situation once: Mr. Burns calls her, "The Woman in the Case." That is the title of the first of six true detective stories which he has written.

He speaks of them as "My six most interesting detective stories about women." They begin in October, an exclusive feature of the

Woman's Home Companion

GRAND PRIZE

Panama Pacific International Exposition
San Francisco California
1915



Underwood

"The Machine You Will Eventually Buy"

A DE LUXE MAGAZINE FOR DE LUXE PEOPLE

Country Life in America

Commodore E. C. Benedict is probably telling Mr. Penneld, Ambassador to Austria-Hungary, the difference between port and starboard.

When you see in a country home a library table without COUNTRY LIFE IN AMERICA upon it, prepare for a dull week-end!

Vogue

Doubleday, Page & Co.
Garden City, N. Y.

For the enclosed $4 please enter my subscription to COUNTRY LIFE IN AMERICA beginning with the September issue.

_____

_____

_____

Copr. Life Pub. Co.

To Everybody

Hello! Yes, this is LIFE. Was the announcement we made in the last number of Vogue true? Certainly. Charles Dana Gibson now draws only for

Mr. Gibson's Pictures

are now appearing in LIFE every week.

Short Story Contest

One thousand dollars—and more—for the best "shortest short stories." See current issues.

Life

Ten Cents
All Stands
Obey That Impulse

Special Offer

Enclosed find One Dollar (Canadian $1.13, Foreign $1.26). Send LIFE for three months to

_____

_____

_____

Open only to new subscribers; no subscriptions renewed at this rate.

LIFE, 67 West 31st Street, New York 55

One Year, $5.00. (Canadian, $5.52; Foreign, $6.04.)

The Design, Finish and Appointment of

Packard

TWIN-SIX

ENCLOSED CARS

reveal an advance from ordinary standards as marked as the superiority in performance attained by the

Twelve Cylinder Chassis

THERE is a gratification of every artistic sense in this Packard of greatest refinement, luxury, comfort and grace of structure. It is the Packard of all previous degrees of progress enhanced by a more mature beauty, and by the added fascination of a vastly smoother power, a broader activity, and a superior ease of motion everywhere.

It is representative in every way of the company that has been awarded the *ONLY GRAND PRIZE* and the FIRST MEDAL OF HONOR in the motor vehicle section of the *Panama-Pacific International Exposition.*

PACKARD MOTOR CAR COMPANY, DETROIT

Ask the man who owns one

Kenyon

Motor Coats

Style—Comfort—Service

The Kenyon Ideals you can depend on

The modern Motor Car and Country House have made Kenyon automobile coats an every-day necessity.

Style No. 842/1693—Double-face soft Shetland Wool. Striking effect in large two tone brown and white checks. Light in weight, yet comfortably warm for early Fall. $14.50.

Style No. 220/6171—Dark Tan, single texture, Weatherproof. Dustproof and rainproof. $6.00

Style No. 811/174—Distinctly stylish and decidedly modish automobile coat. Wool plush, with rich overplaid effect of maroon and green. $27.50

These are only a few of our very latest models. Write for small sample with the name of a nearby dealer who sells Kenyon Coats.

Kenyon Motor Coats, Raincoats and Overcoats are made in all suitable weights and fabrics for men and women.

New York:
Fifth Ave. Bldg., 23d St. & 5th Ave.

C. Kenyon Company
NEW YORK

Chicago:
Congress & Franklin Streets

"I like the Extra-Large Tube of Pebeco"

"I use Only 1/3 of a Brushful of Pebeco"

"And I saved My Teeth with Pebeco"

Triple Economy

Because Pebeco Tooth Paste comes in extra-large sized tubes, its purchase means *initial* economy. Because only one-third of a brushful is required each time, its use means *continued* economy. Because it helps save your teeth from "acid mouth," it brings you a *personal economic gain* — present and future. This triple saving surely is worth while.

Send for FREE Ten-Day Trial Tube and Acid Test Papers

Nine out of ten people are said to have "acid mouth"—which it is believed is the cause of 95% of all tooth decay. The Test Papers will show you whether you, too, have "acid mouth" and how Pebeco tends to counteract it. The Trial Tube will show you how a real dentifrice tastes and acts. If you don't want to wait for the Trial Tube, your druggist has the full-size tube ready to sell to you.

Pebeco is Manufactured by Lehn & Fink New York Manufacturing Chemists

162 William Street, New York

Canadian Office:
1 & 3 St. Helen Street, Montreal

The Big Tube—Use 1/3 Brushful Only

DITTMAN COLOR PRINTING